Tourism Culture in the Quality of Hotel Service in Tacna

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Abstract

The *main objective of the research is to determine the influence of tourist culture on the quality of hotel service in the city of Tacna; being the pure or basic type, of explanatory level, where the design was non-experimental, the data was collected cross-sectionally, the sample was 384 Chilean tourists, the technique was the survey and the instrument was the questionnaire, the approach being quantitative. It was found that 76.6% of tourists consider that the level of tourist culture that characterizes the Tacneño population is high, with the most prominent dimension being "Attitudes"; and 98.7% consider that the level of quality of Tacneño hotel service is high, with the most notable dimension being "Tangibles". It is concluded that there is no significant influence of tourist culture on the quality of hotel service in the city of Tacna (chi-square = 0.686 and p = 0.408); Similarly, there is no influence of cultural attitudes and practices on the quality of hotel service, while there is influence of cultural knowledge on the quality of hotel service.*

Keywords: *Tourist culture, quality of hotel service, tourist.*

Introduction

The World Tourism Organization points out that the arrival of tourists to the various parts of the world (who stay overnight) has increased by 6%, reaching approximately 1,400 million people, with the most visited places being those located in the Middle East with +10%, in Africa with +7%, while the least visited are those located in America with only +3% (Chinchay-Villarreyes *et al.,* 2020); therefore, it is concluded that the sector called the "Industry without chimneys" significantly boosts economic growth in the world, hence the challenge of ensuring that it continues to expand in a sustainable way that allows real benefits to be achieved in countries, and especially to the people of local communities, through the creation of enterprises; It also points out that this growth is driven by the improvement in people's per capita purchasing power, the decrease in air travel prices, technological changes, migratory facilities, etc.

Torres *et al.* (2021) point out that despite the growth of the global migratory movement, there are some aspects to improve, such as the tourist culture, since there are countries that tend to take advantage of tourists, in terms of seeking to charge more for the services that are normally provided within cities, in addition to showing a low level of empathy with tourists in terms of administrative and transit aspects in each country; In addition, Arista (2020) points out that

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there are cross-cutting problems such as crime or natural disasters, which tend to discourage tourists when they should choose a destination to visit.

In Peru, according to figures from the Ministry of Foreign Trade and Tourism (2024), the approximate number of tourists who have entered the country in 2023 was 2.5 million, which reflects an increase of 25.7% compared to the previous year; which implies, according to the government, a very important generation of foreign currency and jobs, that it leaves inbound tourism for the country, mainly due to the fact that it is positioned in the world for its architecture and landscapes; In addition, 63.1% of tourists come from Latin America, with Chile being the main source market for tourists (23.5% share).

Despite this, there are priority aspects to improve such as internal and international connectivity (more and better roads), the political environment due to the governance crises affecting potential investment in infrastructure, the weak tourist culture that does not prioritize the good treatment of visitors, crime problems that affect security, etc. others (Blanco & Terry, 2022).

The Ministry of Foreign Trade and Tourism (2024) in relation to promoting tourism culture in the country, has set as its main objective that the population can recognize the importance of tourism activity as a strategic ally in the search for local, regional and national development, for which the participation of the private and state sector must be promoted. that allows tourism activity to be sustained over time and become a dynamic sector; This requires: That local and national identity can be strengthened; that it is possible to prioritize the good treatment of tourists, which allows them to receive a good service so that they return and allows recommending the visit of our country; that each resident can be made aware of the value of tourism as an engine of development; that tourism service providers are fully committed to providing quality services, which allow for the generation of positive comments in general; to promote the creation of a culture for planning tourism activities jointly among the various local actors and managers; and that the education sector prioritizes the teaching of tourism content in educational institutions within basic education courses.

Tacna is a border region that receives a large influx of foreign visitors mainly, who arrive attracted mainly for reasons to attend to their health problems, for the Peruvian culinary seasoning, to buy since the exchange rate favors them in addition to the fact that Chileans have a greater purchasing power, others; that makes it necessary for the public sector to be able to promote strategies conducive to tourists being able to spend more time in the city, that they return and mainly that they recommend it to other potential tourists; To this end, it is necessary to strengthen the local tourism culture, as a strategy to identify, implement and strengthen the development of international business that contributes to regional economic growth. Yauris (2022) describes the large influx of foreign visitors, who come mainly from Chile, according to the Migration Office of that city, more than 1.8 million Chileans entered the country through the Santa Rosa border control in 2023, with the main reasons for the visit being related to medical services, gastronomy and shopping; according to the Tacna Chamber of Commerce, there are between 5000 and 8000 Chilean tourists per week, who spend an average of US$ 80 per person on a daily basis; This has led to a significant increase in commerce in the city.

But this regional growth related to the greater number of visitors, has not gone hand in hand with a boost from the regional government, municipalities, universities, others, in terms of strengthening the capacities of those responsible for business activities and citizens in general, with regard to the formation of a tourist culture that significantly values the visit of tourists to

the region. whereas this leads to the creation of a huge number of direct and indirect jobs, which have a positive impact on the regional economy; causing it to not be able to grow at a much higher rate (Cañi, 2016).

Another of the deficiencies in the gap related to having a hotel infrastructure offer according to the demands of international tourists mainly, which makes a large percentage of Chilean tourists return to their country on the same day, since most local accommodations work empirically or looking to copy the competition, And this is denoted in the lack of a modern infrastructure, in the maintenance of the facilities or the lack of knowledge of protocols for treating tourists on the part of the staff, which generates discomfort and complaints about the service received.

Therefore, the present research addressed the problem of the lack of tourist culture in the region of Tacna, for which international visitors were surveyed mainly, and on the other hand to analyze the main complaints regarding the quality of service of the main hotels that provide their services in the locality; If this situation continues, it could significantly affect the growth of the number of tourists to the region, and with it the economic movement of businesses and families that generate their income directly and indirectly with regional tourism.

The general objective is to determine the influence of the tourist culture on the quality of hotel service in the city of Tacna; and the specific objectives: To analyze the influence of cultural knowledge, cultural attitudes and cultural practices on the quality of hotel service in the city of Tacna.

With respect to the theoretical bases, the Ministry of Foreign Trade and Tourism (2018) manages to define tourism culture as a set of knowledge, values and attitudes that strengthen the identity of a region or a country, which is characterized by seeking to encourage good treatment of tourists and also the promotion of the protection of national heritage. and that manages to recognize that tourism is a mechanism that allows sustainable development to be promoted.

Gonzales (2012) and Jiménez (2013) specify that tourism culture is made up of a set of dimensions or basic elements such as: knowledge, values and attitudes; which refers to the knowledge that the inhabitants possess about the various places in their territory, to the characteristics of their geography, to the main local histories, to the main local tourist destinations, others, in terms of values, to the level of commitment, to perseverance, to discipline, to honesty, to others that characterize the inhabitants, and as far as attitudes are concerned, reference is made to respect, responsibility, kindness, courtesy, good treatment, others.

Garay (2007) in his research work, manages to highlight the contribution of Butler (1987) in relation to the tourist evolution that characterizes an area, which presents stages and which he called the Theoretical Model of the Life Cycle of Tourist Destinations (CVDT), which arises based on the analysis of the influx of tourists to certain areas, which undergoes changes as a result of the improvement in essential aspects such as hotel infrastructure, transport, the tourist culture that characterizes the town, others.

a) Exploration: It is characterized by the fact that a small group of people appear in the locality who are eager to get to know the site, mainly attracted by the exotic of the area, in terms of natural and cultural aspects, therefore, there is a cordial and fluid contact with the residents.

b) Involvement: It is characterized by the impulse of the state sector in terms of making the

area a possible tourist destination, for which a tourism development plan begins to be formulated, where the objectives and strategies to be followed are prioritized that allow tourism activity to be prioritized in the locality and promoted. that allows an increase in visitors in the short and medium term; At this stage, small businessmen or local entrepreneurs appear, who are sought to be supported by having better access roads through transportation.

c) Development: This stage is characterized by the growth in the number of tourists as a result of the impulse led by the state sector, as a driver of local development, more investors begin to appear interested in building hotels and establishments for visitors to spend the night, which tend to meet the quality demands requested by tourists; The increased economic movement begins to generate the first problems of overemployment of the workforce and not being able to fully comply with the quality offered, hence the importance of adequate control by the competent authorities.

d) Consolidation: It is characterized by the fact that the number of visitors is no longer able to increase at the rates that were shown in the development stage, there is an erosion in the characteristics of the infrastructure, the destination is associated as an economy that depends mainly on tourist activity, generating a risk of distancing from the basic cultural aspects, The main objective is to increase the time spent by tourists.

e) Stagnation: It is characterized by the fact that the number of visitors who came periodically no longer increases, and this possibly happens because the destination has already gone out of fashion; therefore, the tourist infrastructure begins to be used for other types of businesses, and some environmental, social and economic problems arise.

f) Decline or rejuvenation: If the authorities responsible for promoting and ensuring local tourism do not adopt measures conducive to reorienting tourism activity, the stage of decline will begin where the number of tourists decreases and the infrastructure is used for other activities; But something different can happen, that is, a stage of rejuvenation, in which private and public entities work together to seek to change the characteristics of the attraction of the destination, focusing on a more specific market.

Based on the definition of tourist culture provided by the Ministry of Foreign Trade and Tourism (2018), it has been possible to identify the dimensions or components that make it up, which are considered in this research as the dimensions to analyze the tourist's perception of the tourist culture that characterizes the local population, we have:

a) Knowledge: Which refers to the level of knowledge that the inhabitant has about the tourist attractions that exist in his territory, about its history and geography, about the various benefits that make it attractive to visit the city others.

b) Attitudes: Which refers to the predisposition that characterizes the local population, to seek help when tourists want to locate certain places, to ensure physical integrity and safety, others.

c) Practices: Which refers to the habits and customs that characterize the local population, of prioritizing providing adequate treatment to tourists, since it is clear that this allows generating greater job opportunities in the locality.

Among the classic authors who define the quality of the service, Grönroos (1984) stands out, who highlights that in order to analyze the perceived quality it is necessary to have clarity about what the customer thinks about the characteristics of what is consumed, if the customer's acceptance is achieved, it implies that there is a quality product and/or service. Parasuraman *et al.* (1994) are also classic authors who analyze quality, but they base the analysis on the concept

of feeling dissatisfied, that is, if we seek to analyze the quality of the service, we must necessarily determine the degree of discrepancy or gap between what is expected and what is perceived, therefore it will be said that there is positive satisfaction or disagreement. when what is perceived has a better acceptance than what is expected, and vice versa when it comes to negative disagreement.

Cronin and Taylor (1992) are other classics, which highlight that, in order to analyze the quality of the service, only what is perceived by the customer at the time of enjoying the product and/or service should be considered, and this mainly because the expectations that one generates may be biased by some source that seeks to highlight or affect a certain product and/or service.

The deficiency model was developed by Parasuraman *et al.* (1985, 1988), who manage to define quality as mainly an evaluation judgment made by the customer about the characteristics and others of the product and/or service, which arises from the comparison between what was expected (expectations) and what happened (perceptions) regarding the performance of what was acquired; this comparison is what is called the deficiencies or Gaps. which basically allows us to analyze the causes that could generate the detected deficiency (see Figure 1), where they can be generated:

- GAP 1: Customer expectations differ from managers' perceptions of those expectations.
- GAP 2: Managers' perceptions of customer expectations differ from service specifications.
- GAP 3: The specifications of the service differ from the service actually offered.
- GAP 4: The service offered really differs from what has been communicated to customers about it.
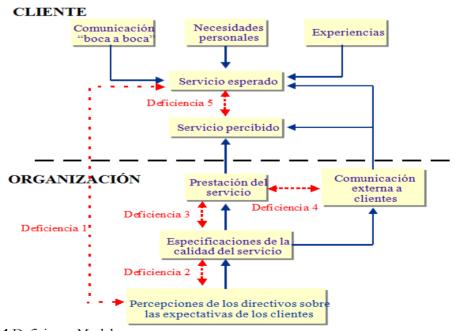- GAP 5: The perceived service differs from the expected service.

Figure 1 Deficiency Model.
Note. Parasuraman *et al.* (1985, 1988). In its Original Language, Spanish.

For the present research work, with regard to the analysis of the quality of the service, the dimensions proposed by Parasuraman *et al. will be used.* (1988), but considering the proposal of Cronin and Taylor (1992), which implies only considering the perceptions of the users of the service, we have:

a) Reliability: The experience that the entity has developing the activities it offers, generates confidence in users that the service they will provide complies with what is offered, in addition to the fact that the entity seeks to address any doubts and claims that may arise.

b) Responsiveness: The entity must know how to respond quickly to the demands of users, for which it must have mechanisms that keep it informed about the various needs.

c) Security: This implies that the entity must convey to the user that their investment has the respective protection, in addition to the fact that the establishment has the guarantee that it will be able to carry out a safe transaction.

d) Empathy: This implies that the bank's staff can be characterized by a treatment, where there is clarity about the concerns and expectations of customers, in terms of the individualized and efficient treatment they expect to receive.

e) Tangible: This implies that the entity is characterized by having an adequate infrastructure and equipment in accordance with the demands of the market in terms of the service offered.

The hotel sector is mainly characterized by the large investment in aspects related to the tangible, that is, with infrastructure that provides security to the customer that seeks to prioritize comfort and security; therefore, the main characteristics are the following (Robinson et al., 2019):

a) Intangibility: The hotel service is characterized by not being able to touch each other, which makes it necessary to collect statements from previous customers, who can freely express their perceptions about the service received, this tends to generate confidence in the potential customer regarding the service for which they are paying, in parallel they also invest in campaigns to disseminate the benefits of the hotel service, the prices, the offers, the photographs of the environments; This has already been standardized at an international level, through the assignment of stars for the services provided, the closer to five stars on the part of the hotel, the more the customer will receive a very good service, which allowed the accommodation offer to be ordered.

b) Inseparability: It implies that the product and the service are provided simultaneously, for this in the hotels the facilities are provided so that the purchase or any activity takes place during the stay in the hotel; In addition, the staff must be trained to provide empathetic treatment.

c) Variability: This implies that there should be no significant difference between the hotel service provided by establishments classified as having a similar level, for which there are policies for the standardization of procedures and the training of workers.

d) Seasonality: This implies that the hotel supply must consider the effects of climate changes on the respective cyclical demand, for this it is necessary to develop some offers for the low seasons.

Methods

The type of research is applied, of non-experimental design, the level is explanatory, the approach is quantitative, the data were collected by cross-section, the scope of study is the

Chilean tourists who visited the city of Tacna, for the population the statistics of the Ministry of Foreign Trade and Tourism (2018) were considered, which specifies that approximately 4.4 million international tourists visited Peru, of which 28.9% entered through Tacna, which makes an amount of 1,271,600 tourists, and of which 83.0% come from Chile, giving 1,055,428 Chilean tourists, for the sample an error of 5%, a confidence level of 95%, a proportion value of 50% was assumed. 384 tourists were randomly selected, considering that they are over 18 years old, that they have visited Tacna more than once, and that they have spent the night in a hotel establishment.

Regarding the general hypothesis, there is: There is a significant influence of the tourist culture on the quality of hotel service in the city of Tacna; and the specific hypotheses indicate that: There is a significant influence of cultural knowledge, cultural attitudes, and cultural practices on the quality of hotel service in the city of Tacna. Regarding the operationalization of the variables, we have:

Table 1: Operationalization of Variables and Indicators.

Variable	Conceptual definition	Dimension	Indicator
Independent variable: Tourist culture	A set of knowledge, values and attitudes that strengthen the identity of a region or a country, which seeks to treat tourists well and promote the protection of national heritage (Ministry of Foreign Trade and Tourism, 2018).	Knowledge Attitudes Internship	Beliefs, learning. Values, meanings. Habits, customs.
Dependent variable: Quality of hotel service	It is the degree of discrepancy or gap between what is expected and what is perceived, when the disagreement is positive there is satisfaction (Parasuraman *et al.*, 1994)	Reliability Responsiveness Safety Empathy Tangible	It fulfills what is offered, it meets deadlines. Predisposition, opportunity. Trust, support received. Individualized treatment, flexible schedules. Technology, infrastructure, appearance.

Note. Own.

The development of the tools for the fieldwork was in charge of the researcher; Regarding the research technique, it was the survey, and the instrument applied was the questionnaire; These were validated through the criteria of the Expert Judgment: Questionnaire to analyze the tourist's perception of the tourist culture that characterizes the inhabitants of Tacna, and questionnaire about the quality of hotel service in general in the city of Tacna. The instruments used considered 05 response options based on the Likert Scale, from which: Totally disagree or never (value = 1), disagree or almost never (value = 2), indifferent or sometimes (value = 3), agree or almost always (value = 4) and totally agree or always (value = 5); This allowed the use of three dimensions: Inadequate, regular and adequate, for the analysis of dimensions and variables, where their amplitude is of equal width.

Regarding the reliability of the research instruments, it is detailed that for this purpose the Cronbach's Alpha statistic was used; therefore, a Pilot Test of 40 tourists was obtained,

obtaining a value of 0.828 (variable "Tourist culture") and 0.873 (variable "Quality of hotel service"); since the values obtained exceed 0.80, it is concluded that the instruments are suitable for fieldwork (George & Mallery, 2003).

Results

Table 2 analyzes the variable "Tourist culture", from which it was obtained that 76.6% of Chilean tourists consider that the level of tourist culture that characterizes the inhabitants of Tacna is high, and 23.4% consider that it is of a regular level.

Table 2: Independent Variable: Tourist Culture.

Level	Frequency	Percentage	Cumulative Percentage
Regular	90	23,4	23,4
High	294	76,6	100,0
Total	384	100,0	

Note. Questionnaire "Tourist Culture".

Table 3 shows the analysis by dimension, showing that the most prominent were the "Attitudes" (96.6% at the High level), with the "Practices" aspect to be improved (69.0% at the Regular level).

Table 3: Independent Variable: Tourist Culture (By Dimension).

Level		Recount	Percentage
Knowledge	Low	0	0,0
	Regular	103	26,8
	High	281	73,2
Attitudes	Low	0	0,0
	Regular	12	3,1
	High	372	96,9
Internship	Low	0	0,0
	Regular	265	69,0
	High	119	31,0

Note. Questionnaire "Tourist Culture".

Table 4 analyzes the variable "Quality of hotel service", from which it was obtained that 98.7% of Chilean tourists consider that the level of quality of the hotel service in Tacna is high, and only 1.3% consider that it is of a regular level.

Table 4: Dependent Variable: Quality of Hotel Service.

	Frequency	Percentage	Cumulative Percentage
Regular	5	1,3	1,3
High	379	98,7	100,0
Total	384	100,0	

Note. Questionnaire "Quality of Hotel Service".

Table 5 shows the analysis by dimension, where the most prominent was the "Tangibles", with the aspect to be improved being "Empathy".

Table 5: Dependent Variable: Quality of Hotel Service (By Size).

Level		Recount	Percentage
Reliability	Low	0	0,0
	Regular	3	0,8
	High	381	99,2
Responsiveness	Low	0	0,0
	Regular	82	21,4
	High	302	78,6
Safety	Low	0	0,0
	Regular	2	0,5
	High	382	99,5
Empathy	Low	0	0,0
	Regular	122	31,8
	High	262	68,2
Tangible	Low	0	0,0
	Regular	0	0,0
	High	384	100,0

Note. Questionnaire "Quality of Hotel Service".

Table 6 shows the chi-square value = 6.243 (p = 0.012), since "p" is less than 5% significance, which implies that there is a significant influence of cultural knowledge on the quality of hotel service in the city of Tacna; this is complemented by Nagelkerke's pseudo R2 = 0.124, which implies that in 12.4% of the changes in the quality of service in hotels are generated by changes in the quality of service in hotels. in the level of cultural knowledge of the population of Tacna.

Table 6: Specific Hypothesis Testing 1.

Model	Logarithm of likelihood -2	Chi-square	Gl	Gis.
Intersection only	11,466			
Final	5,223	6,243	1	0,012
Cox and Snell	0,016			
Nagelkerke	0,124			
Mcfadden	0,117			

Note. Both Questionnaires.

Table 7 shows the chi-square value = 0.320 (p = 0.572), since "p" is greater than 5% significance, which implies that there is no significant influence of cultural attitudes on the quality of hotel service in the city of Tacna; this is complemented by Nagelkerke's pseudo R2 = 0.006, which implies that only 0.6% of changes in the quality of service in hotels are generated by changes in the level of cultural attitudes of the population of Tacna.

Table 7: Specific Hypothesis Testing 2

Model	Logarithm of likelihood -2	Chi-square	Gl	Gis.
Intersection only	3,787			
Final	3,467	0,320	1	0,572
Cox and Snell	0,001			
Nagelkerke	0,006			
Mcfadden	0,006			

Note. Both Questionnaires.

Table 8 shows the chi-square value = 0.184 (p = 0.668), since "p" is greater than 5% significance, which implies that there is no significant influence of cultural practices on the quality of hotel service in the city of Tacna; this is complemented by Nagelkerke's pseudo R2 = 0.004, which implies that only 0.4% of changes in the quality of service in hotels are generated by changes in the level of cultural practices of the population of Tacna.

Table 8: Specific Hypothesis Testing 3.

Model	Logarithm of likelihood -2	Chi-square	Gl	Gis.
Intersection only	5,761			
Final	5,577	0,184	1	0,668
Cox and Snell	0,000			
Nagelkerke	0,004			
Mcfadden	0,003			

Note. Both Questionnaires.

Table 9 shows the chi-square value = 0.686 (p = 0.408), since "p" is greater than 5% significance, which implies that there is no significant influence of the tourist culture of the inhabitant on the quality of the hotel service in the city of Tacna; this is complemented by Nagelkerke's pseudo R2 = 0.014, which implies that only 1.4% of the changes in the quality of service in hotels are generated by changes in the level of tourist culture of the population of Tacna.

Table 9: General Hypothesis Testing.

Model	Logarithm of likelihood -2	Chi-square	Gl	Gis.
Intersection only	6,259			
Final	5,573	0,686	1	0,408
Cox and Snell	0,002			
Nagelkerke	0,014			
Mcfadden	0,013			

Note. Both Questionnaires.

Discussion

Based on the results found, it is found that there is no significant influence of the tourist culture on the quality of the hotel service in the city of Tacna, since a chi-square value = 0.686 (p = 0.408) was found; it was also found that there is a significant influence of the cultural knowledge of the population on the quality of the hotel service provided in that city. On the contrary, there is no significant influence of the cultural attitudes of the inhabitants on the quality of the hotel service, and there is no significant influence of the cultural practices carried out by the inhabitants of the city on the quality of the hotel service in the city of Tacna.

These results do not coincide with those found by Silva and Albán (2017) in their work "The quality of the service of the hotel sector in the tourism development of the province of Pastaza", where they conclude that the quality of the hotel service is deficient due to the lack of facilities, the staff is not trained to adequately serve the tourist, thus generating negative references to future tourists; while in the work developed it was found that the Chilean tourist highlights the existing hotel infrastructure, the security provided and the reliability, others, specifying that they would recommend to other potential tourists to visit the city of Tacna.

On the contrary, there is partial agreement with Rivera (2016) in his work "Tourism culture and its influence on the attraction of tourists on beaches – Villamil", where he concludes that strategies are required to attract or retain tourists, therefore it is suggested that the training plan be implemented to encourage the strengthening of a culture of quality tourism. In this aspect there is agreement since it is also suggested that the tourist culture of the inhabitants of Tacna be strengthened, it also concludes that the tourist infrastructure should be improved, in this aspect there is discrepancy since the Chilean tourist highlights the hotel and tourist infrastructure of the city.

Finally, there is agreement with Díaz and Lamas (2015) in their work the "Study of the satisfaction of foreign tourists who visit the town of Barrio Florido and surroundings, period 2014", who conclude that most tourists indicate being satisfied with the treatment of the inhabitants, security and reliability, others, this agrees with the results found in this research, where the vast majority of Chilean tourists agree in highlighting the quality of service of the city's hotels.

Conclusions

- There is no significant influence of the tourist culture of the inhabitant on the quality of the hotel service in the city of Tacna, given a chi-square = 0.686 (p = 0.408); therefore, it is suggested to the Regional Directorate of Foreign Trade and Tourism of Tacna that in order to improve the quality of the hotel service in the region, it should propose and implement a strategy that allows the development and strengthening of the tourist culture of the inhabitants of the region. where the central axes are related to knowing more about the characteristics of the tourist places in the region, improving the attitudes and practices of the inhabitants that generate in the tourist the confidence of visiting a city that looks after their personal interests.
- There is a significant influence of the cultural knowledge of the inhabitants on the quality of the hotel service in the city of Tacna, given a chi-square = 6.243 (p = 0.012); therefore, it is suggested to the Regional Directorate of Foreign Trade and Tourism of Tacna to develop working meetings with the managers of the city's hotels, where they are provided with detailed information on aspects related to the main tourist places in the city. The main festivities, the typical dishes, others, in addition to giving them dissemination material about it, this will allow the quality of the hotel service in the region to improve significantly, since it will be better oriented on the tourist potential of the city.
- There is no significant influence of the cultural attitudes of the inhabitants on the quality of the hotel service in the city of Tacna, given a chi-square = 0.320 (p = 0.572); therefore, it is suggested to the Regional Government of Tacna to implement a media strategy that allows the development of an improvement in the tourist attitude towards visitors to the city. where it is made clear that tourists generate sources of direct and indirect employment, and that it is therefore very important to have an adequate treatment of tourists and to lead by example.
- There is no significant influence of the cultural practices of the inhabitants on the quality of the hotel service in the city of Tacna, given a chi-square = 0.184 (p = 0.668); therefore, it is suggested to the Regional Directorate of Foreign Trade and Tourism of Tacna to propose and implement a strategy focused on positioning the typical regional dishes in the monthly consumption of Tacna families. and at the same time, to promote the development of domestic tourism (provinces of Tarata, Candarave and Jorge Basadre) that allows us to revalue our territory and its potential.

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