



Economic Impact of Covid 19 on Travel and Tourism Agencies in the City of Chachapoyas, Peru

Impacto Económico Del Covid 19 En Las Agencias De Viajes Y Turismo De La Ciudad De Chachapoyas Perú

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Abstract

The objective of the study is to analyze the economic impact of Covid-19 on travel and tourism agencies in the city of Chachapoyas in Peru during the year 2021. The methodology is developed under a quantitative approach, gathering information through interviews and surveys applied to 31 travel and tourism agencies in the city of Chachapoyas. In the results, it has been determined that the sanitary measures given by the government because of the Covid-19 pandemic, causing a serious negative economic impact on travel and tourism agencies, resulting in 29% of the total number of tourist agencies closing temporarily, 19.4% of companies are operating part-time, which means that almost half of the travel and tourism agencies have decided to reinvent themselves in other commercial areas, due to the low demand of domestic and foreign tourists who visit us. It is concluded that the impacts of the pandemic on these sectors require adjustments in the decision making process.

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Keywords: Economic impact, Covid-19, travel agencies and tourism.

Resumen

El objetivo de estudio es analizar el impacto económico del Covid-19, en las agencias de viaje y turismo de la ciudad de Chachapoyas en Perú durante el año 2021. La metodología se desarrolla bajo un enfoque cuantitativo, recopila información, a través de entrevistas y encuestas aplicadas a 31 agencias de viaje y turismo de la ciudad de Chachapoyas. En los resultados, se ha determinado que las medidas sanitarias dadas por el gobierno a causa de la pandemia del Covid-19, ocasionando un grave impacto económico negativo en las agencias de viaje y turismo, teniendo como consecuencia que el 29% del total de las agencias turísticas cierren temporalmente, el 19.4%, de empresas viene funcionando a tiempo parcial, lo que implica que casi la mitad de las agencias de viaje y turismo han decidido, reinventarse en otros rubros comerciales, en razón de la baja demanda de turistas nacionales y extranjeros que nos visitan. Se concluye que los impactos de la pandemia sobre estos sectores obligan a generar ajustes en el proceso de toma de decisiones.

Palabras clave: Impacto económico, Covid-19, agencias de viaje y turismo.

Introduction

Covid-19, first reported by the World Health Organization, did not imagine that a few months later, this disease would result in the closing of borders and the confinement of the population. According to the World Health Organization (2020), the first report was identified in December 2019, in the city of Wuhan, capital of Hubei province, in the People's Republic of China, in that period were identified people showing signs of an unknown pneumonia, most of these affected people were linked to workers in the wholesale seafood market in the city of Wuhan, during this period the existence of the virus was still unknown, the cases occur between December 12 and 29 according to the health authorities of Wuhan.

According to the World Health Organization (2020), On the first day of January 2020, China's health authorities closed the wholesale seafood market where they suspected the source of the virus, then on January 5, 2020, the Municipal Health Commission announced that a retrospective investigation into the outbreak of the virus was launched after it was discovered that wild animals sold in the market may be the source of the disease.

According to CNN English (2020), on January 7, 2020, Chinese authorities confirmed that the virus had been identified as a new coronavirus initially named 2019-nCoV by the WHO. Also, on January 11, 2020, the Wuhan Municipal Health Commission announced the first death that was caused by the coronavirus, on January 13, 2020 the Thai authorities announced a case of coronavirus infection, a Chinese citizen who had arrived from Wuhan, and in this way the Covid 19- was spreading around the world, subsequently it was declared a pandemic due to the worldwide spread and an unexpected increase of Covid-19 cases, which has generated radical negative impacts on the global economy.

The auditing organization Ernst & Young (2020), mentioned that the economic instability caused by the pandemic, began with the needs of the 15 health systems, closures of companies, educational centers, stores and reducing the productivity of a country or region, the Covid -19 affects most productive sectors in the world such as: textile industry, due to the closure of factories, in Suzhou (city in China), where the largest percentage of bridal dresses sold worldwide are made, the technology industry, the export of smartphones had a significant economic fall followed by tourism.

According to the World Tourism Organization Word Tourism Organization (2020), Covid-19 generated many negative

consequences such as: the number of international tourists was reduced in the first semester of 2020, generating losses in international tourism revenues. The aviation industry has also been affected, due to travel restrictions and reduced demand for flights and airport closures. With respect to the pharmaceutical industry, the effects suffered by this industry have been mainly the redistribution of resources in order to increase the production capacity of key drugs for the treatment of Covid-19, and the search for new treatments and vaccines. The hydrocarbon market has also been affected by this pandemic, and has gone through the worst crisis in history, due to the low demand caused by the confinement, people did not drive, there were no flights, there was no way to increase its demand; in the industrial and manufacturing sector, the closing of factories in Italy has also suffered the consequences of this sanitary crisis, severely affecting the production of European cars.

The Single Digital Platform of the State (2020), mentioned that in 2020 the virus has spread rapidly and increased the uncertainty of several important economic sectors worldwide, causing the largest global recession in history. The first case reported in Peru was announced by the President of the Republic, Martin Vizcarra, on March 6, 2020. On March 15, 2020, the Peruvian government decreed a state of emergency and mandatory social isolation at the national level, measures that were recurrently extended on several occasions. These measures were not enough to stop the contagion, which quickly spread to several regions of our country after the first case, resulting in thousands of deaths, even more with the arrival of the second wave of Covid-19, which also had serious consequences on the Peruvian economy.

According to the Single Digital Platform of the State (2020), the pandemic is causing a serious catastrophic impact on the economy of Peru, with a future that is still unknown, this disease is configured as the worst pandemic that has been experienced in recent years, due to the bankruptcy of trade flows worldwide, in the case of Peru this has affected because one way to stop the spread of this virus has been through social isolation, resulting in the cutting of economic circuits, also falling significantly the gross domestic product.

According to the University of Lima (2020), when the pandemic began, it was estimated that 60% of the economic activity had been suspended, and only 40% of the economic engines were working, which resulted in unemployment and a substantial decrease in household income, as well as a major problem for informal workers, who represent 70% of the labor force.

The Peruvian government during the year 2020 has allocated significant resources to mitigate the health and financial effects of the pandemic, but the results have not been so favorable for Peruvian families, the country has collapsed hospitals and a very large shortage of oxygen respirators, which in turn serve to increase the capacity of ICU (Intensive Care Unit) beds.

The economic impact of the pandemic had consequences and social impact due to the rapid spread of Covid 19, the World Health Organization (WHO) publicly declared a global pandemic, causing shortages of basic necessities, generating shortages of medicines and personal protection, finally producing a rise in prices in these, expanding this behavior throughout Peru, also the prolongation of social isolation caused many people decided to return to their home city, due to lack of work; In the education sector, after the first case of Covid-19 became known, the Ministry of Education decided to postpone the start of classes in all public and private schools,

the same measures were taken for public and private universities, and measures were taken to implement distance education, creating the program *Aprendo en casa* (I learn at home), through virtual classes for public schools.

According to the Peruvian Institute of Economics (2020), in the transportation sector, when the state decreed a national state of emergency to deal with COVID-19, it caused the closure of the country's borders, where it was indicated that the measures are given for international and interprovincial passenger services, The measures were also issued to prevent the spread of COVID-19 in urban transportation in the city of Lima, extending this measure to other regions of the country, and in economic terms the sectors most affected by the quarantine are: mining, tourism, commerce and fishing, preventing the export of anchoveta and the processing of fishmeal, the latter being for the country a major world producer with sales of about 900 thousand metric tons.

Similarly, the Peruvian Institute of Economics (2020), indicates that the tourism sector is one of the most affected by the pandemic, receiving annually 4.5 million tourists and representing 3% of GDP, has come to record losses that directly affect restaurants, lodging, travel agencies and tourism, among others.

The Amazon region, especially the Chachapoyas support center where tourists arrive and from here they travel to the different tourist resources, tourism is one of the main economic activities, since it provides livelihoods for thousands of people and the pandemic has caused an economic impact that has affected tourism service providers.

Tourism generates employment, as borders are closed and air travel is drastically reduced, in the first half of 2020 domestic and international tourist arrivals decreased drastically and

therefore tourism service providers do not have tourists to provide their services.

To date, there have been no significant or encouraging advances for the reactivation of the economy, because corruption in our country also caused the problematic situation we are currently experiencing, the responsibility of public officials was to mitigate the virus, they found in the pandemic an opportunity for enrichment, the response of the state have not been the most successful, at present, there is a minimum percentage of vaccines, and the recovery will depend largely on the management capacity of our rulers.

Therefore, our research aims to answer the following question: What is the economic impact of COVID 19 on travel and tourism agencies in the city of Chachapoyas, 2021? For the development of the research, it was considered relevant the contributions taken from researches with variables similar to the study, so they served as background of the research that provide necessary data and give consistency to the study, at the international and national level, research was conducted at the regional and local level and having not found similar research. According to Pulido and Cabello (2020), in their research entitled "Analysis of the economic impact of the coronavirus on the tourism sector in Colombia". Carried out at the Faculty of Economic and Administrative Sciences, Specialization in Financial Administration, of the Catholic University of Colombia. The general objective of the research was to analyze the actions taken by the government, as a result of the sanitary and economic emergency situation of the country, to mitigate the increase of cases caused by the Covid19, and in what magnitude this has affected the tourism sector, another of the objectives is to provide alternatives for the reactivation of the tourism sector. The research reached the following conclusions:

Sanitary emergencies given by the state have been present since previous years, caused by other types of contagious diseases, which have caused great impact on the world economy, affecting almost all economic sectors, one of them is tourism. In Colombia, the tourism sector has represented one of the most important sectors of the national economy, generating considerable jobs. As a result of the arrival of Covid-19, sanitary, economic and social measures were taken to prevent the spread of Covid-19. Based on the decisions taken by the government, it generated the closure of all means of transportation, which had repercussions on the low demand of the tourist sector, causing unemployment and poverty, because this sector was not prepared to face a situation of great magnitude.

According to Castillo and Loja (2020), in their research entitled "impact on tourism development in the family economy of Jambeli Island". Carried out in the Faculty of Social Sciences, of the Professional Career of Social Work, of the Technical University of Machala. The general objective of the research was to investigate the occurrence of tourism development in the family economy, related to elements of risk of contagion of the Covid-19 pandemic of the inhabitants of Jambeli Island. The research used the survey technique, by means of the respective instrument such as the questionnaire, with this, information was obtained and data was collected. The survey was applied to families and people who offer or undertake a business, with the purpose of knowing their criteria about the problem in the context of the COVID-19 pandemic and with them to identify the level of affectation to their economy. The research reached the following conclusions: tourism is the area most affected by the pandemic caused by Covid-19, causing many families who depended on tourism to generate income to seek employment opportunities in other areas and often in other countries, since

the labor sector was also seriously affected, as several tourism companies went bankrupt and others closed temporarily. Currently, Jambeli Island has resumed its tourism activities, implementing a biosecurity plan to prevent the spread of Covid-19. Tourism is a fundamental source of income for families on Jambeli Island.

According to Umaña (2020), in his research entitled "Afectación empresarial costarricense desde la llegada de la COVID-19 aplicado a la zona de Pérez Zeledón durante en II y III trimestre del año 2020". Carried out at the Faculty of Economics and Administrative Sciences, Department of Marketing and Market Research, of the Doctorate Program in Economics and Business Sciences, of the University of Granada. The general objective of the research was to determine to what extent Covid-19 affected the country, and what measures have been taken by the Costa Rican government. The research was determined by the investigation of data or the search for solutions. With scientific rigor, research is a series of procedures that are carried out in order to reach new knowledge about a fact that, once found, can help us to create conclusions and solutions to the situations caused by them. The research concluded that the solution for the tourism sector comes from the application of two principles: the geopolitical one, regarding the geographical situation of the country and, on the other hand, the value of the tourism sector since it should be considered as a fundamental mechanism of the country's economy.

According to De la Barra, Bocanegra and Mayo (2020), in their research entitled "Economic effects on inbound tourism, hydrocarbon exploitation and the mining industry due to Covid-19 in Peru". The general objective of the research was to analyze the economic effects of Covid-19 on tourism and other sectors of the national economy. The research was carried out under a

descriptive scope, the purpose was to gather necessary and precise information to establish a work of analysis on the main variables of qualitative character. On the other hand, it establishes a character of correlational scope with respect to the main events and measures established and consequent effects for the mentioned sectors. The research reached the following conclusions: each of the economic sectors plays an important role in the development of the country. However, with the arrival of Covid-19, social confinement measures were taken, causing the industrial, hydrocarbon and tourism sectors to have an abysmal halt in their operations, urging solutions to be provided by the Peruvian state. The government has implemented programs for companies and subsidies for the most vulnerable people, giving them new opportunities to reinvent themselves economically.

According to Meza (2020), in his research entitled "Apavid y Turismo Seguro Post Pandemia del Covid-19". Conducted at the Faculty of Communication, Communication career, University of Lima. The general objective of the research was to propose a comprehensive communication campaign for APAVIT that could be implemented after the COVID-19 pandemic. The research reached the following conclusions: Covid-19 has generated concern and rejection of the measures taken by the government, when the health crisis comes to an end, the reactivation of tourism has to be associated with people who are not vulnerable, people whose priority is to know different places, people where the health crisis has not affected their economy, and provide appropriate measures and confidence, to successfully revive tourism.

According to Ramos (2020), in his research entitled "Design of campaign on safety in receptive tourism for social networks to contribute to increase the flow of foreign receptive tourists aged

50 to 60 years in the context covid-19". Carried out in the Faculty of Humanities, of the professional career of Art and Business Design, of the San Ignacio de Loyola University. The general objective of the research was to investigate the prognosis of the reduction in the flow of tourists between 50 and 60 years old by 2021 due to the high number of infections and deaths caused by COVID-19 in Peru. The research was based on a work and the methods used were: Surveys and interviews. The research reached the following conclusions: the proposed project can be successful and viable since it contributes social and economic factors, where work must be done to regain the confidence of tourists, this means a challenge that would be successful if there is a comprehensive plan with the correct sanitary measures.

According to Cruz and Pérez (2021), in their research entitled "Current diagnosis of the strategic collaboration of stakeholders in the Peruvian tourism sector (chain hotels, guild, media, Government of Peru and Government of Chile) aimed at Chilean tourists during the COVID-19 pandemic: push and pull motivations, and crisis management". Carried out at the School of Management and Senior Management, to obtain the professional degree of Bachelor in Management, Pontificia Universidad Católica del Perú. The general objective of the research was to diagnose the current state of strategic collaboration among stakeholders of the Peruvian tourism sector consulted and aimed at Chilean tourists during the COVID-19 pandemic. This research is descriptive and correlational in scope. On the one hand, the descriptive scope seeks to specify the characteristics and profiles of the group to be investigated. It has been considered pertinent to use the mixed approach for the present research; that is, the collection and analysis of quantitative and qualitative data. The research

reached the following conclusions: tourism and the hotel industry are interrelated, being in crisis due to the measures adopted by the government that prevent tourism. On the other hand, there is evidence of a bad image of many tourist centers, related to hygiene, cleanliness, safety and infrastructure, tourists stated that these are factors that should be improved.

According to Ríos and Rodríguez (2020), in their research entitled "La pandemia de la covid-19 y su afeción en la situación económica financiera del Hotel Bracamonte, distrito de Huanchaco 2020". Carried out at the Faculty of Business Sciences, Professional School of Administration, Universidad Cesar Vallejo. The general objective of the research was to determine the degree to which covid-19 affects the Hotel's finances. The present research thesis is of applied type, because its main purpose is to solve a problem in a short period of time and the research design is non-experimental. The research reached the following conclusions: it was established that the pandemic produced by Covid-19, had as a consequence the dismissal of personnel in the Hotel Bracamonte, affecting also the decrease of clients within the Hotel. The pandemic also caused a loss in the year 2020.

According to Soriano (2020), in his research entitled "Musical events to contribute to the tourist offer of the historical center of Lima, proposal of the post-pandemic musical circuit 2020". Carried out at the Faculty of Communication Sciences, Tourism and Psychology, of the professional school of Tourism and Hotel Management, of the San Martín de Porres University. The general objective of the research was to propose how musical events contribute to the tourist offer of the Historic Center of Lima in the post-pandemic situation. The research was based on a qualitative research study and the phenomenological design was used. It is worth mentioning that qualitative research seeks

to deepen the understanding of a phenomenon under study, and not to generalize "the phenomenological design aims to describe and understand the phenomena from the point of view of each individual from the collectively constructed perspective. The research reached the following conclusions, it was determined that musical cultural activities have been present in places near Plaza San Martin and Plaza Mayor in Lima, where there were musical concerts of different musical genres, this event causes the interest of visitors from various parts of Peru and the world, as for the creation of, could cause a benefit for both tourism and musical events. According to the data obtained through the analysis of interviews, the spaces where concerts were held before the pandemic are very important and well-known places, and at the same time, these spaces have been recognized as places of tourist movement; the musical circuit could be of great help to further diversify the tourism offer.

Materials and methods

The study will be made up of 31 travel and tourism agencies in the city of Chachapoyas, according to the directory of the Regional Directorate of Foreign Trade and Tourism of Amazonas 2020. The sample is made up of 100%, which is equivalent to 31 travel and tourism agencies in the city of Chachapoyas.

The sampling is a non-probabilistic sample by convenience, so the sample will be established by 31 travel and tourism agencies, which are located in the city of Chachapoyas.

The following project and research will be designed under the methodological approach of the quantitative approach, since it is intended to explain the economic impact of Covid-19 on travel and

tourism agencies in the city of Chachapoyas, which is generally focused and quantified in data collection.

According to Hernández; Fernández and Baptista (2014), he mentions that quantitative and qualitative and mixed approaches form possible choices to address research problems and are valuable. They are the best ways designed by mankind to inquire and forge knowledge. Research is a set of systematic, critical and empirical methods applied to the study of a problem, the quantitative approach is one that uses data collection to test hypotheses based on numerical measurement and statistical analysis, in order to establish patterns of behavior and test theories.

The data collection techniques are the interview and the survey. The development of the research was based on the travel and tourism agencies of the city of Chachapoyas-2021, which began with the direct interview of the current reality and the situation before the pandemic, dialogue with workers, administrators, managers, who are in charge of the travel and tourism agencies who revealed the financial situation they are currently experiencing as a result of the Covid-19 pandemic.

Recognizing the little support from local, regional and national governments, they recognize that they are looking for strategies so that their companies do not close, and continue to fight every day to maintain their image and their brand in the market. In the same way, the theories were reviewed that allowed to propose the research, to then carry out the design and development of the same, considering the theoretical foundations that will serve as a basis for the realization of the research, which has an impact on the reality found.

Likewise, the survey was applied, which is a data collection technique designed as a study instrument consisting of a set of questions directed to the sample represented by the travel and tourism agencies of the city of Chachapoyas, which was carried out through the interaction of the interviewee and the interviewer in order to resolve doubts and misinterpretations of the questionnaire, thus

obtaining reliable, accurate and truthful results. Data analysis, statistically the study will be analyzed through the analysis of information in two phases.

First phase: simple descriptive analysis, the survey was the instrument used for this research, validated by a professional who has extensive experience in the subject, applied to the population and sample, which will be represented in statistical tables and figures. The reliability of the instrument, in the same way the reliability of the study instrument, in this case the questionnaire, was carried out by means of the statistical software SPSS, which gave a high degree of reliability in all its dimensions.

Second phase: Inferential descriptive statistics, the statistical data will be collected and submitted to the SPSS program (Statistical Package for Social Sciences version), analyzing the statistical data and the level of significance.

Results

Considering the questionnaire as an application instrument and reliable source of information, aimed at determining the economic impact of travel and tourism agencies in the city of Chachapoyas-2021, the results of which respond to the objectives set out in the research:

To identify general data on travel and tourism agencies in Chachapoyas.

It was found that of the 31 people surveyed, the travel and tourism agencies are mostly made up of male staff, which at the same time have a higher degree of university education, 93.7% of companies have active RUC and been, 100% of travel agencies and tourism, have a municipal license and registration in the Dircetur and Gercetur, 93.5% of travel agencies and tourism belong to a micro and small business, and 54.8% belong to retail travel agencies, followed by tour operators and wholesale travel agencies. It was also identified that the most important secondary activities of the companies are

transportation, restaurant and lodging services, and finally, the tools most used by travel and tourism agencies to promote their economic activity are social networks and the website.

SO2. Identify the current situation and expectations of the agencies of

It was verified that of the 31 people surveyed the results show that 51.6%, of travel and tourism agencies are working full time, another percentage of 29%, of travel and tourism agencies have closed due to the pandemic and others are working part time, With regard to the variation of sales 32.3% of, expressed that their sales have dropped considerably by up to 100%, in other cases 80 and 90% comparing 2020 sales with 2019 sales, the same scenario was observed to the first quarter of 2020, where 45.5%, indicated that their sales dropped, while other companies are without commercial activity since the beginning of the pandemic.

SO3. To identify the employability situation in travel and tourism agencies, before and during the Covid-19 pandemic.

With regard to labor, another aspect that has been most affected by Covid-19, the travel and tourism agencies in the city of Chachapoyas have two types of personnel: permanent, which refers to those who perform administrative work, and temporary workers, who are those who perform field work. Before the pandemic, the travel and tourism agencies had a maximum of 10 permanent workers and a minimum of 1. It is also important to mention that 93.5% of travel and tourism agencies are micro and small enterprises (MSEs), which means that MSEs should not have more than 10 workers. And as temporary workers, they have worked with a maximum of 10 people and a minimum of 2.

At present, these figures have decreased considerably to the point of having a maximum of 04 permanent workers, and as for temporary workers, they have remained at a maximum of 10.

Now, with regard to the method of payment before Covid, only 3.2% of the companies have had a maximum of 07 workers on the payroll, and a considerable percentage have been receiving their

remuneration through a receipt for fees, currently only 3.2% have a maximum of 04 workers on the payroll, maintaining the high percentage of workers who receive their remuneration through a receipt for fees. On the other hand, 58.1% of people working in travel and tourism agencies have been developing their activities in a face-to-face manner, as well as performing mixed work. and that there is a decrease in the reduction of personnel salaries with a percentage figure of 38.7%, and another group representing 38.7% of entrepreneurs have decided to maintain their workers' salaries.

Identify the indebtedness and payment capacity of travel and tourism agencies in Chachapoyas produced by COVID-19.

This specific objective refers to credits granted by the state such as Reactive Peru, where 77.4% indicated that they have not been able to access these credits, either for reasons of not meeting the requirements, or other reasons, however 22. However, 22.6% did manage to access credits through the Reactive Peru program. With regard to the Fae Mype credits, 100% of people have not been able to obtain these benefits, in the same way as with the Fae Tourism program where 100% also mentioned that they did not obtain credits through these programs, for reasons of having received Reactive Peru, or because they do not meet the requirements or other reasons.

SO5. Identify measures, actions, scenarios and aspects of travel and tourism agencies in Chachapoyas to overcome the crisis produced by COVID-19.

It was found that the measures and actions that travel and tourism agencies have used or have been using, 32. On the other hand, 71% of businessmen indicated that the most probable scenario for their companies is to continue with the business, while 29% do not know what is coming for this sector. One of the positive aspects that they consider to reactivate tourism is vaccination with 71%, as well as the improvement of infrastructure; 58.1% also consider that quarantines are negative aspects that will most affect the reactivation of tourism.

Put forward recommendations to overcome the crisis produced by COVID-19.

The businessmen belonging to the travel and tourism agencies indicated that it would be convenient and necessary to avoid the restrictions, allowing a higher percentage of capacity for the tourist centers, logically with the corresponding and necessary measures, and hopes that the next government will speed up the vaccination issue, and provide solutions for economic reactivation, supporting this time the smaller companies that to date have not been among the priorities of the state and that the credit programs have been of more benefit to large companies.

In the results of the research work it was possible to know and identify the magnitude of the economic impact that Covid-19, and consequently the pandemic, has had on the travel and tourism agencies in the city of Chachapoyas, therefore, it has been determined that the sanitary measures taken by the government because of the pandemic caused by Covid-19, has caused a serious negative economic impact on travel and tourism agencies, resulting in 29% of all tourist agencies temporarily closing their businesses, 19% of businesses are operating part-time, which means that almost half of the travel and tourism agencies have decided to reinvent themselves in other business areas, due to the low demand for domestic and foreign tourists that has received. This means that almost half of the travel and tourism agencies have decided to reinvent themselves in other commercial areas due to the low demand of national and foreign tourists that the city of Chachapoyas has received.

Likewise, De la Barra & Bocanegra y Mayo (2020), who indicates that the economic sectors play an important role in the development of the country, however, with the arrival of Covid-19, measures of social confinement have been taken, causing several sectors such as tourism, to have an abysmal halt in their operations, where many companies have been forced to reinvent themselves economically in other areas. I come to agree with the conclusions given by the author mentioned above.

This has also had an impact on the level of sales. As of March 2020, when the government decreed a national sanitary emergency, the decrease in sales began, and compared to 2019, at least 32.3% of the travel and tourism agencies had no income, while the rest of the travel and tourism agencies had only a minimum percentage margin of sales in that year.

By the end of 2020, it was believed that the disease caused by Covid-19 was already under control, so the government would have indicated the opening of several economic sectors, including tourism, without imagining that, in the first quarter of 2021, the second wave of Covid-19 would begin, which again brought many limitations for this sector, and that sales in the first quarter have remained in little or no encouraging figures.

Similarly, Pulido & Cabello (2020) report that following the arrival of Covid-19, sanitary, economic and social measures were taken to prevent the spread of Covid-19. Based on the decisions taken by the government, this led to the closure of all means of transportation, which had an impact on the low demand in the tourism sector and therefore also affected the level of sales.

On the other hand, with regard to labor, another aspect that has been most affected by Covid-19, the travel and tourism agencies in the city of Chachapoyas have two types of personnel: permanent, which refers to those people who perform administrative work, and temporary workers, who are those who perform field work; before the pandemic, the travel and tourism agencies had a maximum of 10 permanent workers and a minimum of 1. It is also important to mention that 93.5% of travel and tourism agencies are micro and small enterprises (MSEs), which means that MSEs should not have more than 10 workers. And as temporary workers, they have worked with a maximum of 10 people and a minimum of 2.

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Ríos and Rodríguez (2020) also mention in their research that the pandemic produced by Covid-19 resulted in the dismissal of personnel.

Pulido and Cabello (2020) also agree that Covid-19 has had an impact on the low demand in the tourism sector, causing unemployment and poverty, since the sector was not prepared to face a situation of such magnitude.

In this sense, we agree with the author regarding the reduction of personnel in travel and tourism agencies, which has resulted in unemployment. On the subject of employability there is much to say, starting by making a constructive criticism to the companies of the tourist sector, since in the data it has reflected that the majority of the workers are not in payroll, let us remember that the temporary workers are those that make field work, that make the hardest and sacrificed work, for being those who move for diverse routes of the amazon, it is here where it is supposed that these workers should count on a support of the companies for which they work, And that support would be being on the payroll, as it would provide multiple benefits, and the most important would be health insurance, which is the most essential in times of pandemic, taking into account that more than 50% of the companies perform face-to-face work, and because the nature of the work itself requires it, and that this work is being done mostly by temporary or field workers and especially taking into account that at least 38.7% of travel and tourism agencies have reduced the remuneration of their workers. While it is true that mypes are not obliged to have workers on the payroll, having them would bring benefits, such as formalization, greater productivity on the part of their workers because they feel motivated and safe to do their work, access to lines of credit from credit institutions.

At this point, we do not agree with any author regarding the mode of payment of workers, but as a result of having a job without labor benefits, we agree with the author Ríos Lezama and Rodríguez Santander (2020), in the aspect that the pandemic produced by Covid-19, resulted in the dismissal of personnel, mostly of the personnel who were under service contracts.

Now, in relation to the economic issue, which is another of the consequences brought about by Covid-19, before the pandemic the companies in the tourism sector were economically solvent. Currently, in order to facilitate the companies' access to working capital for the payment of their short term obligations with workers, suppliers, in order to ensure the continuity of the payment chain, the State provided access to various credits, one of them is the Reactiva Peru.

In the city of Chachapoyas, it has not been a solution to the problem of small entrepreneurs belonging to the tourism sector, because at least 77.4% of people have not been able to access this credit, these credits were administered by nine private banks that concentrate the funds of reactiva Peru, having a higher percentage in the banks of: BCP, BBVA, INTERBANK AND SCOTIABANK, and where the majority of MYPES have not been able to access this credit.

The small businesses in the tourism sector in the city of Chachapoyas were not very attractive economically and were not on their list of priorities, many of these companies met the requirements, and at the same time many of these agencies informed them that they did not qualify for the program created by the state, without any explanation, this is what the vast majority of companies referred to in the interview they had with them, The small and micro enterprises have been the least favored and therefore 29% of the travel and tourism agencies have decided to temporarily close their business and others have resorted to personal loans to meet their obligations, the same has happened with the Fae Mype and Fae Tourism credits, unlike those who were able to access the credit of reactiva Peru, they could no longer access more credits created by the government.

The measures and restrictions that have been announced by the government on several occasions are considered as not successful for

those who run small and micro businesses, because despite being a sector that is not very favored by the state, they have decided to remain in the market, seeking various alternatives, complementing their main economic activity with other secondary activities. And looking for different ways to promote their business mainly through their website and social networks. Making a comparison with the research conducted by Cruz & Pérez (2021), where it concludes that tourism and the hotel industry are interrelated, being in crisis due to the measures adopted by the government that prevent tourism. Based on this, it is suggested to carry out research that achieves or helps to reduce the impact on these sectors.

Travel agencies and tourism companies have been using several measures, one of them is the perfect suspension of work. In addition, 71% of the people indicated that, despite the pandemic, they plan to continue with their business, and that the most important thing to reactivate tourism will be the vaccination of the population, 58.1% mentioned that what has been affecting tourism the most are the quarantines. Comparing with the author Cruz Gonzales & Pérez Chacón (2021), where in a similar way refers that tourism is in crisis due to the measures adopted by the government that prevent tourism. And because of the inefficiency of the government in not managing vaccines for the population in a timely manner.

Conclusions

It was found that of the 31 people surveyed, the travel and tourism agencies are mostly made up of male staff, which at the same time have a higher degree of university education, 93.7% of companies have active ruc and been, 100% of travel agencies and tourism, have a municipal license and registration in the dircetur and gercetur, 93.5% of travel agencies and tourism belong to a micro and small business, and 54.8% belong to retail travel agencies, followed by tour operators and wholesale travel agencies. It was also identified that the most important secondary activities of the companies are transportation, restaurant and lodging services, and finally, the tools

most used by travel and tourism agencies to promote their economic activity are social networks and the website.

It was verified that of the 31 people surveyed, the results show that 51.6% of travel and tourism agencies are working full time, another percentage of 29% of travel and tourism agencies have closed due to the pandemic and others are working part time. Regarding the variation of sales 32.3% of, expressed that their sales have dropped considerably by up to 100%, in other cases 80 and 90% comparing sales in 2020 with sales in 2019, the same scenario was observed in the first quarter of 2020, where 45.5%, indicated that their sales decreased, while other companies are without commercial activity since the beginning of the pandemic.

It was found that travel and tourism agencies had a maximum of up to 10 permanent workers as temporary workers, and that at the same time only 3.2% of entrepreneurs had more workers on payroll, before the beginning of the pandemic, at present these figures have decreased and the companies are working with up to 04 workers permanently, and with regard to temporary staff has maintained the figure up to 85 with a maximum of 10 workers, likewise the percentage of 3. The percentage of 3.2% of entrepreneurs continues to maintain the highest number of personnel on the payroll, in contrast to the number of personnel who receive their remuneration by means of a receipt for fees, which has been maintained and presents the highest percentage figure, as travel and tourism agencies have more people working by means of a receipt for fees than by payroll. On the other hand, 58.1% of people working in travel and tourism agencies have been developing their activities in person, as well as performing mixed work. and that there is a decrease in the reduction of salaries of 38.7%, and 38.7% of employers have decided to maintain the salary of their workers.

Mention is made of the credits granted by the state such as Reactive Peru, where 77.4% indicated that they have not been able to access these credits, either for reasons that do not meet the requirements, or other reasons, however 22. However, 22.6% did manage to access credits through the Reactive Peru program. With regard to Fae Mype

credits, 100% of people have not been able to obtain these benefits, as with the Fae Tourism program, where 100% also mentioned that they did not obtain credits through these programs, for reasons of having received Reactive Peru, or because they did not meet the requirements or other reasons.

It was found that the measures that travel and tourism agencies have used or have been using, 32.3%, indicated that they used the perfect suspension of work, closure of offices and reduction of salaries, on the other hand 71% of entrepreneurs indicated that the most likely scenario for their companies is to continue with the business, while 29% do not know what is coming for this sector, one of the positive aspects they consider to reactivate tourism is the vaccination with 71%, as well as the improvement of infrastructure, 58.1% also consider that quarantines are the negative aspects that will most affect the reactivation of tourism.

The businessmen belonging to the travel and tourism agencies indicated that it would be convenient and necessary to avoid the restrictions, allowing a higher percentage of capacity for the tourist centers, logically with the corresponding and necessary measures, and hopes that the next government will speed up the vaccination issue, and provide solutions for economic reactivation, supporting this time the smaller companies that to date have not been among the priorities of the state and that the credit programs have been of more benefit to large companies.

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