AMAZONAS: GAPS IN TOURISM ENTREPRENEURSHIP

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ABSTRACT

Purpose: This research was carried out with the objective of identifying the gaps that exist for the development of tourism enterprises in Chachapoyas-Amazonas, Peru.

Method: We worked with a quantitative approach and a non-experimental design. The population was integrated by 241 micro and small companies, better known as Mypes. These are characterized by offering services such as accommodation, food, and travel agencies.

Results and conclusion: The survey was applied to a sample of 52 Mypes. As a main result, it was found that 44.2% of the internal factors represent a high level of difficulty. As a result, it is concluded that the gaps for these ventures in the province are wide, which prevents their successful development.

Research implications: This study revealed that administrative management represents a 40.4% average level of difficulty. This is interpreted as the problem in the organization and acquisition of roles in a company or venture.

Originality/value: Latin America also contributes to the Gross Domestic Product with 90% of entrepreneurial activity. Regarding the countries with the highest entrepreneurship record, the United States tops the list of the 10 registered as leaders.

Keywords: Entrepreneurship, Entrepreneur, Difficulties, Management, Tourism Sector.

RESUMO

Objetivo: Esta pesquisa foi realizada com o objetivo de identificar as lacunas existentes para o desenvolvimento de empreendimentos turísticos em Chachapoyas-Amazonas, Peru.

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Método: Trabalhamos com abordagem quantitativa e delineamento não experimental. A população foi composta por 241 micro e pequenas empresas, mais conhecidas como Mypes. Caracterizam-se por oferecer serviços como hospedagem, alimentação e agências de viagens.

Resultados e conclusão: A pesquisa foi aplicada a uma amostra de 52 Mypes. Como principal resultado, constatou-se que 44,2% dos fatores internos representam alto nível de dificuldade. Como resultado, concluiu-se que as lacunas para estes empreendimentos na província são grandes, o que impede o seu desenvolvimento com sucesso.

Implicações da pesquisa: Este estudo revelou que a gestão administrativa representa um nível médio de dificuldade de 40,4%. Isso é interpretado como o problema na organização e aquisição de funções em uma empresa ou empreendimento.

Originalidade/valor: A América Latina também contribui para o Produto Interno Bruto com 90% da atividade empresarial. No que diz respeito aos países com maior histórico de empreendedorismo, os Estados Unidos encabeçam a lista dos 10 registrados como líderes.

Palavras-chave: Empreendedorismo, Empreendedor, Dificuldades, Gerenciamento Setor do Turismo.

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1 INTRODUCTION

Entrepreneurship is seen as the way to provide freedom to people, in terms of their economic and social development, considering aspects such as their personal goals and the way in which they meet them (Romero et. al. 2016). In recent years, and with the generations with new ideas, value has been added to the creation of enterprises that allow a broad development in the appropriate area (Higher Polytechnic School of the Coast, 2015). To this is added that the current era offers opportunities for innovation, either due to the advancement of technology or due to the evolution in the beliefs of a society. An enterprise is created with the objective of being a profitable business that generates income and employment for more people (Zambrano et al., 2019).

This means that the person who assumes this challenge must have the necessary skills to produce what their field requires. Regarding the countries with the highest entrepreneurship record, the United States tops the list of the 10 registered as leaders (Klaus Schwab et.al 2020). In addition, Latin America also contributes to the Gross Domestic Product with 90% of entrepreneurial activity (National Competitiveness Council, 2017).

Entrepreneurship can be registered as one of the most important activities to generate economic resources, but it must be considered that the businesses that are built can be consolidated. For example, Ecuador is one of the Latin American countries that has a high indicator of entrepreneurial activity. However, many businesses were opened, but not all of them achieved the great objective (Rueda et. al, 2019). The lack of adequate technology and machinery that can be used to generate the products is one of the great gaps that exist in countries like this.

According to the Global Entrepreneurship Monitor 2015-2016 report, Peru presents 17.8% of new businesses, which means a second place in the location of the most entrepreneurial Latin American countries, after Ecuador (León et. al, 2018). A large part of this percentage corresponds to the tourism sector, since Peru has countless attractions, mainly one of the seven wonders of the world: Machu Picchu (Ministry of Foreign Trade and Tourism, 2022).
Given this, it is necessary to identify the shortcomings in the sector to face this reality and allow Peruvians not to lose their entrepreneurial spirit (Bizarria et al., 2022).

According to the report of the (National Institute of Statistics and Informatics, 2018), Amazonas ranks seventh in the regions with the probability that at least one person starts a business. This means that attention must be paid to the needs of entrepreneurs, to promote good ideas and continue generating job opportunities (Gutiérrez et al., 2018).

In figures, this data seems to be beneficial for the sector, but it is not considered that many of the businesses had to stop operating due to the difficulties they were facing.

2 LITERATURE REVIEW

Gutierrez et al., 2018: So, an entrepreneur is anyone who decides to take risks and responsibilities to start a new business.

Ministry of Foreign Trade and Tourism, 2019: Chachapoyas is the province with the greatest tourist movement in the Amazon. During the year 2018, the Quarterly Survey of Internal Tourism showed that more than 400,000 tourist trips were made to the interior of the Amazon (Macêdo et al., 2021).

Despite the great coverage that exists of tourism in Peru, there is a reality in gaps that prevent a better development of the sector.

Rodríguez and Williams (2018) specify that entrepreneurs start a business with a lot of ignorance about basic issues, are too optimistic, offer complicated solutions to a conflict and do not identify risks during work and human talent management.

América Economía, 2016: In addition, entrepreneurs face a lack of support from the government, since they do not have accessible support for the investment they are going to make, there are not many opportunities for improvement for the developing business or recognition for achieving a great objective.

Orús, 2021: This allows us to understand that tourism leads the list of main sources of income worldwide. It is important to know that this activity is responsible for generating more employment; mainly, in the tourist transport, hotel and travel agency sectors.

Verona, J., 2019: Unfortunately, there is a record that indicates that 80% of new businesses do not prosper.

3 MATERIALS AND METHODS

This study was carried out with a quantitative approach and a non-experimental design. The population considered the 241 Mypes of the tourism sector in the province of Chachapoyas-Amazonas, Peru. The table below shows their distribution.

Table 1: Distribution of the Study Population

<table>
<thead>
<tr>
<th>Industry</th>
<th>Number of Mypes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>89</td>
</tr>
<tr>
<td>Restaurants</td>
<td>92</td>
</tr>
<tr>
<td>Travel Agencies</td>
<td>60</td>
</tr>
<tr>
<td>Total</td>
<td>241</td>
</tr>
</tbody>
</table>

Note: Information provided by the Regional Directorate of Foreign Trade and Tourism of Amazonas.

Source: Prepared by the authors (2023)

The convenience sample had 52 Mypes. The questionnaire was the data collection instrument and was applied during the period of July and August, virtually and physically.
4 RESULTS

According to the results obtained, internal factors represent 44.2% of the high level of difficulty for entrepreneurs. Meanwhile, external factors present a 40.4% high level of difficulty. Within the first group, shortcomings in administrative management and self-financing are specified. This means that entrepreneurs require more training in the management of companies or businesses, as well as having a safe capital to avoid risks of economic losses.

Table 2: Internal Factors as Difficulties for Ventures

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
</tr>
<tr>
<td>Administrative Management</td>
<td>38.5%</td>
</tr>
<tr>
<td>Own financing</td>
<td>48.1%</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023)

This study revealed that administrative management represents a 40.4% average level of difficulty. This is interpreted as the problem in the organization and acquisition of roles in a company or venture. Without a good operating scheme, you will not be able to succeed or consolidate in the market.

Regarding the financing results, the entrepreneurs mentioned that it is not easy to raise enough capital to start a business. Accessing a loan would be the most viable solution, but the ideal is not to depend on credit to be able to start a venture, especially when the survival stage occurs in the first months.

The following table exposes the external factors that hinder the development of enterprises in the province of Chachapoyas. It is shown that greater attention is required from the government, with initiatives that assure entrepreneurs that there is an alternative plan in case of encountering difficulties in the process. Private sector companies can also intervene as part of advising on the creation of new businesses.

Table 3: External Factors as Difficulties for the Ventures

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
</tr>
<tr>
<td>Marketplace</td>
<td>46.2%</td>
</tr>
<tr>
<td>Financing</td>
<td>36.5%</td>
</tr>
<tr>
<td>Support</td>
<td>46.2%</td>
</tr>
<tr>
<td>Bureaucratic barriers</td>
<td>32.7%</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023)

According to the results, the market is presented as one of the external factors that hinders the development of a venture, with a high-level percentage of 46.2%. This means that for a venture to emerge, it requires a portfolio of clients and suppliers that will ensure that it offers a service. As mentioned above, when a person starts a business, it is very difficult for them to have the necessary capital to meet the requirements. When the entrepreneur is already on his way, he can find better possibilities to have a loan because, in one way or another, he already has support or can guarantee that he can meet certain expenses.

As a result of the Covid-19 pandemic, the Reactiva Peru program was made available. This initiative seemed to be a good way out of the crisis, but many of the entrepreneurs realized that they did not meet the requirements to access said program. So, instead of representing an opportunity, it was seen as a difficulty for people who wanted to start or recover their businesses.

One of the entities in charge of the tourism sector in the province of Chachapoyas is the Regional Directorate of Foreign Trade and Tourism of Amazonas. This oversees watching
over the Mypes and making them become great competition potentials for the market, taking into account the quality of the service.

Regarding the private sector, the Association of Hotels, Restaurants and Related Products-Amazonas, the Association of Tour Operators and the Center for Technological Innovation in Crafts and Tourism do not present much participation in supporting enterprises or Mypes. To this is added that there are systemic and bureaucratic difficulties. For example, to formalize a company it is necessary to follow a procedure, which is often cumbersome due to the number of actions that must be followed. In many cases, entrepreneurs are unaware of the steps to follow and consider it more viable to give up their idea of starting a business. Faced with this reality, the government has decided to create the Tu Empresa program, which helps guide the formalization process.

Another recurring difficulty is the tax declaration before the Sunat. It is important that all Mypes comply with the requirements of this entity, but since it is difficult to hire an accountant or know the dates or details of the declaration, many entrepreneurs cause their businesses to be sanctioned for violations of the legal norm.

5 DISCUSSION

This investigation allowed us to identify that the low administrative management of entrepreneurs is one of the difficulties in starting a business in Chachapoyas. This coincides with what was stated by (Mendoza et. al 2018), who assure that there is no major tourism venture because those involved do not handle management or investment issues. Likewise, the support of public and private entities is needed (Ministry of Foreign Trade and Tourism, 2019).

As additional information, tourism must be considered as one of the activities that generates sustainable development (David Esteban Garzon Vasquez et. al, 2021). This last indicator allows you to live in a better society, so attention should be paid to suggestions that allow improving the development of Mypes and not allow them to fail.

(Pinzón et.al (2015), a uniformity must be created in public and private policies that allows entrepreneurs to access, without many gaps, bank credits and to start their business idea. The entrepreneur cannot be left in the initial stage of what will be part of the generation of more jobs and income for their locality.

6 CONCLUSION AND SUGGESTION

The aspects must be complemented with the training that an entrepreneur must receive in management issues, management of economic resources and competition in the tourism market. Starting a business means knowing different areas to be able to propose solutions to any crisis. With correct training, entrepreneurs will be prevented from giving up on their objectives.

REFERENCES


