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Economic Contribution, Characterization, and Motivations of Tourists: The Raymi Llaqta in Peru

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Abstract: This study assesses the economic contribution and motivations of tourists attending the Raymi Llaqta festival in Chachapoyas, Peru. This study used an econometric analysis based on the application of two types of regression models: non-zero truncated Poisson regression and zero-truncated negative binomial regression. Data were collected through face-to-face structured interviews with domestic and foreign tourists who visited Chachapoyas during the festival. Results indicate significant spending on accommodation, food, transportation, and activities. Tourist satisfaction averaged 3.7, with notable appreciation for the festival's variety, authenticity, local hospitality, and safety. While both foreign and domestic tourists expressed positive views on the cultural representation and organization of the event, they suggested improvements in hygiene and promotional efforts. Despite using a structured questionnaire, response bias could affect the accuracy of self-reported experiences. This research provides valuable insights into the festival's direct economic impact on the local economy and highlights the importance of high tourist satisfaction for effective marketing strategies.

Keywords: cultural tourism; economic contribution; Raymi Llaqta; tourist profile; visitor satisfaction



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1. Introduction

Tourism is an activity that emphasizes the social (values, individual behaviors, family relationships, collective lifestyles, and moral rules), cultural (artistic expressions and traditional ceremonies), economic (trade and food and hospitality services), and environmental (commitment to biodiversity) aspects of all the parties [1]. This largely depends on the human element, which allows for expansion, creation, and innovation within its scope [2]. Thus, focusing on a tourism market could increase the number of visitors, tourist information could be provided, and the destination's identity could be promoted. This could be linked to sustainability and the search for more authentic and meaningful tourist experiences [3], directing it to the potential for innovation and allowing active participation in the spaces and resources that the destination has to offer [4].

Tourism has been defined as a multidimensional, dynamic, and contextualized process that offers people, both individually and collectively, opportunities to improve their life quality through their participation in society [5]. However, the "tourist" concept can be used to describe and possibly explain a type of human behavior that is categorically different from that of a traveler or a migrant (or any other type of person on the move). This behavior can be directly measured by recording the purposes, experiences, and meanings that people associate with their travels [6], thereby underlining the need to question the ideology of traditional economic growth, which is often deeply rooted in economic rather than social well-being [7], reflected in both growth and economic development (economic and social

well-being) indicators. Tourism tends to perform poorly in terms of innovation, and there is little evidence to suggest that the policy initiatives promoted have achieved significant success [8]. Thus, by moving toward an innovative approach, regenerative tourism emerges as a guide to “reboot tourism”, challenging traditional and binary economic models by integrating living systems’ ideas with ecological perspectives [9]. The tourism industry is an important part of the global economy, representing the services of a diversified industry that generates a multiplier effect on activities in several economic sectors [10], and its nature is extremely complex due to its close relation with social, political, and cultural factors [11]. Thus, this sector favors boosting regional economic vitality and improving life quality in many neglected areas [12]. It promotes the development of innovation through behavioral perspectives, breadth, and valuable knowledge [13], thereby showing a significant increase in regular production within the tourism sector [14].

Tourism, one of the most important economic sectors in the world, has a positive impact on the demand of related sectors. However, these economic benefits often carry with them negative externalities [15]. This is the case of experiential tourism, which brings a large number of tourists to these destinations, making them an attractive economic booster. However, the negative externalities of the activities, such as water and air pollution, overcrowding, and increased stress on local communities and ecosystems, have cast doubts about the industry’s practices in these destinations [16] as the sustainability of the destinations is seriously challenged. The tourism and hospitality industry are affected by several internal and external variables, such as natural disasters and crises [17]. Currently, integrating tourism into recovery initiatives marks a controversial shift in industry priorities that risks perpetuating instrumentalist views of nature that suggest positive change [18] by considering making the design and management of destinations more sustainable, resilient, and inclusive [19].

In the field of social development, the tourism industry also contributes to alleviating socioeconomic problems like unemployment. According to the World Economic Forum report, the tourism industry generated more than 319 million jobs in 2018 [20], and mitigates inequality and poverty by providing opportunities and social value at the local level [21]. To achieve sustainable tourism, it is necessary to strike a balance between three dimensions, namely, environmental, economic, and socio-cultural, to ensure the short- and long-term sustainability of the tourism sector in the light of climate change [22]. However, given the clear growth and development of tourism, the demand for energy, whether electricity or fuel, is increasing due to the rise in the number of visitors, thereby increasing mobility, infrastructure, consumption, and so on [23]. Therefore, management actions toward sustainable tourism must be ensured, focusing on specific impacts [24].

At the beginning of the 21st century, specifically in 2020, the COVID-19 pandemic caused great disruptions to the flow of currency brought by tourism. In 2019, the tourism sector accounted for 10.6% of global employment and 10.4% of global GDP [25], and the imposition of travel bans resulted in swapping foreign destinations for domestic ones, which led to a boom in domestic tourism [26]. In both sending and receiving communities and/or destinations, rural tourism has the potential to not only improve the well-being of local people, but also alter livelihoods and cultural traditions [27], as well as partially or substantially affecting the ecological environment through soil compaction, erosion, and disturbance of animal habitat [28]. Thus, challenges to tourism management have been identified along with traditional government strategies for dealing with such challenges [29]. Chachapoyas, one of the seven Amazonian provinces in Peru, has several characteristics that make it one of the most important tourist destinations [30] due to its architecturally beautiful plazas and cathedrals of the bygone era, the Gilberto Tenorio Ruiz Exhibition Hall, the Pozo de Yanayacu, the Luya Urco Viewpoint, and the Temple of the Señora de la Buena Muerte, and because it is a gateway to other major sites such as the Kuelap archaeological site, the Gocta Waterfall, the Quiocta Caves, and the Mausoleums of Revash, among many other attractions.

In 1996, the Sub-Regional Directorate of Industry, Tourism, Integration, and International Trade Negotiations promoted creating the Chachapoyas Tourism Week, under the direction of Professor Luis Herrera Castro. This event is held annually from 1–7 June, enhancing the commemoration of the anniversary of the Battle of Higos Urco, strengthening cultural identity, and positioning it in the calendar of national festivities [31].

In 1997, an event called “Raymi Llaqta de los Chachapoya” (Great Festival of the People of Chachapoyas) was created for recovering the cultural heritage of the entire department. This folkloric and traditional celebration gathers between 35 and 40 communities from the department of the Amazonas, bringing together approximately 2500 people. Around the main square and along the main streets of Chachapoyas, the capital of the department of Amazonas, these communities present their millenary traditions to the world. Law No. 27,425 of 16 February 2001 made the Raymi Llaqta an official ritual festival of national identity, to be held in the month of June as part of the Chachapoyas Tourism Week. Regional Ordinance No. 172—Amazonas Regional Government/CR of 17 April 2007 approved the Rules of Organization and Functions of the Raymi Llaqta of Chachapoya. Since then, the Regional Administration of Amazonas, through the Regional Department of Foreign Trade and Tourism, has been working on consolidating and promoting this event as a unique folk and traditional festival in the north and east of the country [32].

The main goal of this study was to determine the economic impact and analyze the characteristics of those visiting Raymi Llaqta. This study covers, among others, several aspects such as tourists’ origin, average expenditure, reason for the trip, length of stay, and satisfaction. These data will provide a comprehensive view of the visitor profile and the economic impact of the event, which will allow for the implementation of more effective tourism development strategies in the Amazon region.

1.1. Literature Review

1.1.1. Economic Impact and Tourism

The perception of the impact generated by tourism activities on destinations is one of the most studied areas in the field of tourism [33]. Economic benefits are a key element in the exchange process of tourism development [34], and several studies refer to economic benefits as the most important element sought by local residents [35].

This study used the economic impact of tourism to describe its overall impact [36]. The economic impact of tourism is a part of the broader economic benefits of tourism and serves as a measure of social welfare in the tourism destination, which includes both market and non-market values [37]. Three key concepts evaluate the economic performance of tourism: economic growth, economic development, and economic impact. Growth refers to the long-term increase in national output; development encompasses economic, social, and environmental welfare; and impact describes the impact of tourism on regional and national economies in terms of quantity and quality.

It is necessary to promote economic growth models that consider the positive impact on employment and income. This will allow us to better understand how tourism contributes to decent work and the reduction of inequalities, in line with Sustainable Development Goals 8 and 10, respectively, and thus achieve socioeconomic sustainability in the tourism sector [38]. Similarly, global tourism demand and added value would increase by 106.4% in an appropriate international tourism scenario, if there were complete security and safety in all countries. If the level of uncertainty and insecurity in each country were reduced to a minimum, tourism demand and added value would increase by 14.3% [39].

COVID-19 was a major and unprecedented blow to tourism spending, which rippled through the global economy, severely impacting smaller ones. The global disruption of tourism was due to restrictions on international travel, travel bans, and a significant decline in tourism activity [40]. This situation has had a negative impact on destinations in the Amazon region, such as the Kuelap archaeological site, where the sector’s demand was affected and, as a result, the provision of services by suppliers and employment decreased in the tourism sector associated with this site [41].

1.1.2. Profile of the Tourists Visiting Chachapoyas

Because nature-based experiences generate recreational income, shape human identity and traditions, and support conservation, it is important to recognize the differences in classifying tourism profiles and nature-based experiences. Ignoring the importance of nature-based experiences can result in the loss of cultural identity and heritage, environmental education, and enjoyment of nature [42]. The profile of tourists includes the main reason for their stay and the type of tourist impact they will have. Thus, it is possible to identify which profiles are more or less accepting of these measures and to determine where they are more feasible from a socio-environmental perspective [43].

Several approaches focused on analyzing tourist profiles have been developed to evaluate human activities and preferences for cultural and natural activities. Tourists are very satisfied with visiting touristic cities, emphasizing the relationship between customs, local gastronomy, and travelers' growing interest in culture [44]. In turn, this study focuses on the interpretation and description of the relationship between motivations to travel, tourist destinations, and tourist engagement [45].

Seeking to better understand demand through market segmentation analysis will be mutually beneficial to both the visitor and the party receiving the service. Ref. [46] identified five segments of potential tourists in rural tourism: four value nature, environment, and tranquility, two are interested in activities (outdoor and cultural activities for one and typical rural life activities for another), and a fifth, the smallest, motivated only by spending time with friends. To achieve this properly, it is essential to have an understanding of tourists' attitudes and knowledge, as well as their behavior, perceptions, and motivations [47].

2. Materials and Methods

To identify the characteristics of the sample, a descriptive analysis of the study variables was conducted first. The econometric analysis performed in this study was mainly based on the application of two types of regression models: zero-truncated Poisson regression [48,49] and zero-truncated negative binomial regression [50–52]. These models were chosen to study the impact of different variables in a tourism context, where Poisson regression was initially used due to its feature to model count data [51], but due to over-dispersion and the absence of zeros in the data, zero-truncated negative binomial regression was chosen to adequately handle the additional variability and specific structure of the data. This approach is preferable to ordinary least squares (OLS) because it assumes normality and homoscedasticity, which are not appropriate for count data that exhibit over-dispersion.

The data were gathered through a survey of tourists who visited the city of Chachapoyas for the Raymi Llaqta from 5–8 June 2024, considering tourists who stayed in the city for the night. A sample was formed of 186 tourists (134 nationals and 52 foreigners).

The instrument was developed by the authors and validated by an expert panel of three professionals in the fields of economics, management, and tourism. Moreover, the main dimensions and indicators were considered and are described below (Table 1).

Table 1. Dimensions and indicators.

Planning	Characteristics	Economy	Satisfaction
Length of stay	Means of transport and route	Number of people	City
Information	Organization Travel companion	Total expenditure Transport Accommodation Food Consumption Others	Food Event People

Source(s): Authors' own creation.

The reliability of the instrument showed a high Cronbach's alpha (0.9148). Subsequently, the data were tabulated and coded to be processed by applying descriptive statistics to indicators related to the research topic, together with econometric analyses developed in the R programming language version 4.3.2.

3. Results

Table 2 shows the average expenditure of foreign and domestic tourists during their stay for Raymi Llaqta. It was found that the highest expenditure was on food and beverages with an average of PEN 595.83 (USD 156), followed by accommodation and air transportation used to reach the destination from their countries; these items had the greatest impact on total budget.

Table 2. Average spending per tourist in soles (PEN) in the city of Chachapoyas during Raymi Llaqta (four days).

Indicator	Foreign (USD)	Peruvian (PEN)
Air transport	450.00	499.23
Ground transport	200.91	207.71
Fuel	0.00	234.00
Taxi	105.71	50.49
Accommodation	584.50	295.06
Food and drink	595.83	249.74
Visits	326.18	241.82
Nightlife	187.50	188.28
Handicrafts	187.50	92.96
Clothing	170.00	105.60
Typical foods	100.00	78.76
Medicines	75.00	57.20
Others	0.00	346.11
Total	2983.14	2646.94

Source(s): Authors' own creation.

On the other hand, it represents a contribution to the growth of the tourism sector and the local Gross Domestic Product (GDP), where the income generated by the festival strengthened the regional economy by stimulating the demand for local services, benefiting small and medium-sized businesses, and directly impacting the sectors involved, generating temporary employment and improving economic conditions in Chachapoyas and nearby areas. The presence of national and international tourists increases the visibility of the region, attracting future investment in tourism infrastructure, which ensures long-term sustainable growth.

Sightseeing and ground transportation were other significant expenses for foreign tourists, which highlights the importance of the costs associated with these indicators. Regarding domestic tourists, the highest expenses were for air transportation due to the high cost of airlines in the city, accommodation, food and beverages, tours, and fuel (if applicable), and are the main expenses that a national tourist should consider if they wish to participate in the Raymi Llaqta activities. Nighttime expenses were related to consumption in clubs and bars. In addition, concerning expenses for handicrafts and the use of cabs, foreign tourists spent more frequently and in greater quantities than Peruvian tourists.

Table 3 shows the social characteristics of tourists who participated in the Raymi Llaqta festival. Males (58.93%) represented the largest number of tourists, and recreation and vacation (59.14%) was the main reason for visiting. Of those considered tourists by this study, 64.23% came specifically for the Raymi Llaqta festival. Additionally, awareness of the event among tourists was recorded: 51.69% knew about the event. Most tourists who came to the city stayed mainly in the homes of family or friends, hostels, or 1-star or 2-star hotels (28.57%, 19.64%, and 19.64%, respectively).

Table 3. Social characteristics of tourists who participated in the Raymi Llaqta.

Variables	Indicator	Mean or %	Variables	Indicator	Mean or %
Gender	Male	58.93	Marital status	Married	25.6
	Female	41.07		Widower	17.86
Level of education	Complete Primary	4.17	Satisfaction	Divorced	0.6
	Completed secondary school	16.07		Cohabitant	4.76
	Complete technical higher	26.79		Quality of food and beverages offered at the event	3.8
	Complete university college	48.81		Representation and promotion of local culture	3.9
Visiting Time	Postgraduate/Master's Degree	2.98	Order of community presentations	3.9	
	Doctorado/Phd	1.19	Total Event Duration	3.6	
	First time	38.69	Variety of customs offered	4	
Main reason	No first time	61.31	Originality and authenticity	4	
	Vacation/Recreation	59.14	Kindness and attention	4	
	Visiting Family/Friends	18.28	Opportunity to interact	3.8	
Accompaniment	Bless you	1.08	Clarity and access to information	3.7	
	Working Committee	3.23	Comfort when observing the event	3.1	
	Business	1.61	Facilities to observe the event	3	
	Work	9.68	Quality of the show presented	4	
	Other	6.99	Sound during the event	3.7	
	Alone (unaccompanied)	43.45	Availability of toilets	2.7	
Travel organization	With my partner	22.02	Event promotion and advertising	3.5	
	Group of participants	1.79	Event Security	4	
	In direct family group	16.67	General organization of the event	3.9	
	With friends, no children	10.71	Accommodation	3.8	
	With friends, with children	5.36	Feeding	4	
	Cuenta propia	89.88	Souvenirs or handicrafts	3.7	
Travel organization	I bought a tour package	4.17	Tours	3.6	
	Travel with a group of participants	1.19	Guide service	3.6	
	I hired a tourist agency in the place visited	4.17	Hospitality of the local people	4	
	Other	0.6	Bachelor	51.19	

Source(s): Authors' own creation.

The main motivation for participating was leisure or recreation (59.14%), although most of the attendees organized their trip independently (89.8%), and there was twice as many people who traveled accompanied or with a partner compared to those who travel alone (43.45% vs. 22%, respectively). In terms of satisfaction with the event on a scale of 1 to 5, positive elements such as the quality of the show, local hospitality, and originality were identified; however, points for improvement were focused on the availability of restrooms and comfort for observing the event.

Table 4 present the economic characteristics of tourists who participated in the Raymi Llaqta festival. It shows a varied distribution in the expenses and means of transportation used, where, on average, most of the tourists' budget was spent on food and beverages (22.8%) and lodging (18.36%). As for the means of transportation, 54.76% of the tourists used interprovincial buses, while a smaller percentage used air transportation (8.93%) or private vehicles (6.55%). The accommodation that tourists opt for in the event was largely the homes of relatives or friends (28.57%), followed by hotels and hostels (19.64%). As for spending per person, more than half spent on average for two people (53.19%); however, it was found that spending on purchases of handicrafts and clothing was relatively low (5.02% and 1.87%, respectively). Most of the tourists who came to the event made expenditures mainly related to food and beverages (restaurants and bars, 22.81%), lodging (18.36%), ground transportation (16.69%), and sightseeing (museums, archaeological sites, 13.83%).

Table 5 shows the cultural characteristics of tourists who participated in the Raymi Llaqta festival. The majority of tourists attended the event mainly for the festival (64.23%), and in terms of prior knowledge of the event, 51.69% of tourists knew what the event was before attending; social networks and websites were the main means by which tourists were informed about the event (43.1% and 31.03%, respectively), indicating the importance of digital platforms for the dissemination of information about the event.

Table 4. Economic characteristics of tourists who participated in the Raymi Llaqta festival.

Variables	Indicator	Mean or %	Variables	Indicator	Mean or %
Expenditure	Air transport	4.4	Means of transport	Airplane	8.93
	Ground transportation	16.69		Interprovincial bus	54.76
	Fuels and tolls	1.97		Home car	6.55
	Internal transfers	3.56		Particular mobility	2.38
	Accommodation	18.36		Mobility of a tourism agency	7.14
	Food and beverages	22.81	Other means of transport (specify)	20.24	
	Sightseeing	13.83	Accommodation	Three-star hotel (tourist)	7.14
	Nightclubs	3.49		One- and two-star hotel (budget)	19.64
	Purchase of handicrafts	5.02		Hostel	19.64
	Purchase of clothing/footwear	1.87		Lodging	13.1
	Typical food or candy shopping	3.77	Housing of relatives, friends	28.57	
	Purchase of medicines	0.73	Airbnb	0.6	
	Other expenses	3.5	Rented house or apartment	1.79	
	Number of people	One	1.72	Own home	1.79
Two		22.41	Hiker	0.6	
Three		25.86	Other	7.14	
Four		20.69	Spending for people	One	14.89
My co		15.52		Two	53.19
Six		6.9		Three	17.02
Eight		1.72		Four	7.45
Ten		1.72		Five	4.26
Twelve		1.72		Six	2.13
Twenty-seven		1.72		Twenty	1.06

Table 5. Cultural characteristics of tourists who participated in the Raymi Llaqta festival.

Variables	Indicator	Mean or %	Variables	Indicator	Mean or %
Especially for the Raymi Llaqta	Yes	64.23	Knowledge medium	Through family or friends	24.14
	No	35.77		Websites	31.03
Knew what the Raymi Llaqta is	Yes	51.69	Social Media	43.1	
	No	48.31	Travel agencies	1.72	

Table 6 shows the level of satisfaction of the tourists reflected in different level indicators (1–5), with an average level of satisfaction of 3.7 (between a regular and a satisfied indicator). On a general level, the aspects with the highest average satisfaction were related to the variety, originality, and authenticity of the customs represented, the friendliness and attention of the community members who participated in the event, the quality of the show performed, and the safety of the event (average level = 4). Table 3 shows the average level of satisfaction of foreign and domestic tourists, and their assessment revealed greater satisfaction in relation to the representation and promotion of local culture, order of presentation of the communities, variety of customs, and overall organization of the event. Foreign tourists also thought that improvements were necessary in sanitation (quantity and quality), promotion, and advertising of the event. Domestic tourists were of the opinion that the promotion of the event was adequate, but there was room for improvement in terms of the availability of toilets and facilities to watch the event.

Table 7 shows the results of two regressions analyzing the impact of several variables on total expenditure related to the event. The variables included in the model had an intercept coefficient of 6.624 with a significant p -value (0.000), indicating that in the absence of the other variables, the expected total expenditure in the celebration of the Raymi Llaqta is positive and high. The perceived motivation of the tourists who came specifically for the Raymi Llaqta festival was not significant in the binomial regression model because many of them were in the city when the event took place; however, the Poisson regression model indicates that an increase in motivation mainly for the event was associated with an increase in total expenditure. It was found that the expenditure on the means of transport used to reach Chachapoyas decreased the total expenditure (−5.043) due to an increase in the fares to travel to Chachapoyas. Furthermore, the type of accommodation chosen by the tourist had a strong influence on total expenditure, i.e., cheaper accommodation decreases

total expenditure ($-2.508; p = 0.000$); however, a tourist who organizes their trip is slightly more inclined to increase their expenditure on the event.

Table 6. Indicator of tourist satisfaction with Raymi Llaqta.

Indicator	Foreign	Peru
Quality of food and beverages offered at the event	3.7	3.8
Representation and promotion of local culture	4.3	3.9
Order of community presentations	4.3	3.8
Total event duration	3.3	3.6
Variety of customs offered	4.3	4.0
Originality and authenticity of the customs presented	4.3	4.0
Kindness and friendliness of the community members who participated in the event	4.0	4.0
Opportunity to interact with the local community	4.0	3.8
Clarity and access to information of what the community is presenting	3.0	3.8
Comfort when watching the event	3.0	3.1
Facilities to watch the event	3.7	3.0
Quality of the show performed	4.0	3.9
Sound during the event	3.3	3.7
Availability of toilets (quantity and quality)	2.7	2.7
Event promotion and advertising	2.7	3.5
Event security	4.0	4.0
General organization of the event	4.3	3.9
Accommodation	4.0	3.8
Feeding	4.0	3.9
Souvenirs and/or gifts and/or handcrafts	3.7	3.7
Tours	3.7	3.6
Guide service	4.0	3.5
Hospitality of the local people	4.0	4.0

Source(s): Authors' own creation.

Table 7. Results of the determinants of total expenditure at the Raymi Llaqta festival.

Variables	Non-Zero Truncated Poisson Regression				Zero-Truncated Negative Binomial Regression			
	Coefficients	Std. Error	z Value	Pr (> z)	Coefficients	Std. Error	z Value	Pr (> z)
Intercept	6.624	0.0311300	212.809	0.000 ***	6.496	0.1482000	43.82	0.000 ***
Motivation R.	3.540×10^{-2}	0.0054330	6.516	0.000 ***	2.948×10^{-2}	0.0265900	1.108	0.268
Transport. Trip	-5.043×10^{-2}	0.0016450	-30.657	0.000 ***	-4.448×10^{-2}	0.0073940	-6.015	0.000 ***
Type of accommodation	-2.508×10^{-2}	0.0010430	-24.055	0.000 ***	-2.278×10^{-2}	0.0044380	-5.134	0.000 ***
Organization	8.782×10^{-3}	0.0027940	3.143	0.002 **	1.508×10^{-3}	0.0149400	0.101	0.920
Travel companion	1.504×10^{-3}	0.0014740	1.02	0.049 *	2.504×10^{-3}	0.0069540	0.36	0.619
Air transport	3.600×10^{-4}	0.0000129	28.002	0.000 ***	3.850×10^{-4}	0.0000818	4.707	0.000 ***
Ground transportation	3.012×10^{-4}	0.0000067	45.149	0.000 ***	3.583×10^{-4}	0.0000485	7.391	0.000 ***
Fuel	5.789×10^{-4}	0.0000251	23.053	0.000 ***	6.439×10^{-4}	0.0001362	4.726	0.000 ***
Taxi	5.541×10^{-4}	0.0000510	10.866	0.000 ***	4.268×10^{-4}	0.0002818	1.514	0.130
Accommodation	2.384×10^{-4}	0.0000117	20.302	0.000 ***	3.439×10^{-4}	0.0000661	5.201	0.000 ***
Food	2.798×10^{-4}	0.0000096	29.114	0.000 ***	2.811×10^{-4}	0.0000629	4.47	0.000 ***
Visits	7.016×10^{-4}	0.0000149	46.994	0.000 ***	7.515×10^{-4}	0.0000786	9.562	0.000 ***
Nightlife	8.566×10^{-4}	0.0000332	25.804	0.000 ***	9.518×10^{-4}	0.0001817	5.237	0.000 ***
Handicrafts	1.109×10^{-4}	0.0000368	3.015	0.003 **	1.490×10^{-4}	0.0002125	0.701	0.483
Clothing	9.381×10^{-4}	0.0000456	20.559	0.000 ***	9.232×10^{-4}	0.0002462	3.75	0.000 ***
Typical food	7.445×10^{-4}	0.0000299	24.874	0.000 ***	7.429×10^{-4}	0.0001638	4.534	0.000 ***
Medicines	8.985×10^{-4}	0.0000866	10.373	0.000 ***	1.215×10^{-3}	0.0004825	2.517	0.012 *
Others	5.291×10^{-4}	0.0000081	65.321	0.000 ***	5.729×10^{-4}	0.0000512	11.199	0.000 ***
Return C.	1.277×10^{-1}	0.0277900	4.596	0.000 ***	1.551×10^{-1}	0.1319000	1.176	0.240

Degrees of freedom for the fit = 122. Akaike Information Criterion = 4847. Number of Fisher scoring iterations = 4.9.

From the results, it can be seen that travel company had a positive impact on the total expenditure; the specific expenses related to air and ground transportation, fuel, taxi, accommodation, food and drink (restaurants and bars), visiting tourist sites (museums

and archaeological centers), nightclubs, buying typical food, medicines, and so on are significant and positive in the total expenditure.

Both models coincided in identifying several factors as significant determinants of total spending on air transportation, indicating that an increase in this expenditure is associated with an increase in total tourist spending along with ground transportation and fuel. It was also found that food is highly significant for visitors to Raymi Llaqta. However, lodging expenses had a negative impact on the model, i.e., when the tourist opts for cheaper lodging, their total expenditure decreases.

4. Discussion

The results indicate significant spending on accommodation, food, transportation, and tourism activities, with an average expenditure of USD 780 for foreign tourists and USD 692 for domestic tourists for the four days of the event. The average expenditure per tourist during Raymi Llaqta in Chachapoyas was significant and stood out in categories such as accommodation, food and beverages, and local tourism activities, and was perceived as positive by the population [53]. This finding is in line with previous research that identified cultural events as key generators of tourism revenue in similar destinations and found similar patterns in other contexts, underlining that spending on accommodation and food services represents a significant part of the total tourist budget during cultural events [6], becoming part of the tourism offer that generates interactions between tourists and residents [35,54].

In comparison with other cultural events in the country, such as the pilgrimage of the Virgen de la Puerta in Otuzco, La Libertad, combining the spiritual and cultural [55]; the Inca city of Machu Picchu, Cuzco, motivated by experiential archeological tourism [56]; and the Nepeña Valley, Ancash, characterized by having cultural tourism as predominant, [57] there is a growth pattern that can be used to promote balanced development by promoting responsible tourism practices and improving infrastructure in a sustainable manner without jeopardizing the natural and cultural resources that sustain them.

This level of spending demonstrates the economic importance of Raymi Llaqta in the Chachapoyas region of Peru, as not only a major cultural event, but also an important local economic driver. The economic impact is clear: the event not only attracts visitors but also boosts demand for local services and products, benefiting businesses in different sectors [35,58].

Regarding tourist profiles, it was found that a significant majority were male (58.93%) and that the main motivation for visiting Chachapoyas during Raymi Llaqta was recreation (59.14%). This profile varies from studies on religious festivities, where female participation predominates, as in the case of the pilgrimage of the Virgin of Montserrat in Ecuador [59]. This demographic and motivation distribution is consistent with studies on cultural and event tourism, where the search for authentic cultural experiences and participation in unique events are common motivation factors among visitors [3,44]. Tourists stay primarily with family or friends, in hostels, or in 1- and 2-star hotels.

Their expenditure was mostly on food and beverages, accommodation, ground transportation, and sightseeing, thereby resulting in increased total profits and job creation [60]. The average length of stay was four days, and the main reason for travelling was to participate in the Raymi Llaqta cultural event of the Chachapoyas. Both foreign and domestic tourists had a positive view of the representation of local culture [35,60] and the organization of the event, but mentioned the need for improvements in hygiene services and greater promotion of the event. Promotional strategies play an important role in attracting tourists to local festivals and events as they contribute to the socioeconomic development of the community [61].

The average level of tourist satisfaction was 3.7, highlighting the variety, originality, and authenticity of the customs, friendliness of the villagers, quality of the show, and safety. An analysis of tourist satisfaction indicates that aspects such as the quality of local food, cultural authenticity of Raymi Llaqta activities, and event organization were highly valued

by visitors. This positive assessment is consistent with previous studies on Central-Eastern European countries that have identified cultural authenticity [62] and quality of experience as key determinants of tourist satisfaction with cultural events [52].

A high level of tourist satisfaction has a direct impact on the reputation and future attractiveness of Raymi Llaqta as a tourist destination. Positive perceptions not only foster tourist loyalty [63], but also generate word-of-mouth recommendations and positive reviews on digital platforms, which expands the promotional impact of the event both nationally and internationally [64,65]. Tourists mentioned a high level of satisfaction, especially regarding the hospitality, organization of the event, and cultural richness displayed. Although the vast majority of visitors were, indeed, domestic tourists, it has been observed that the greatest expenditure was made by foreign tourists.

According to the analysis of the coefficients of the different factors determining the total expenditure in the development of a tourist activity in the city of Chachapoyas, the intercept (6.6) indicates that, although there were no changes in the other variables, the total expenditure increased positively and significantly. This finding is in line with the translation of visitors' tourism activities into economic expenditures [66,67]. However, ground transportation presented a lower coefficient in comparison to air transportation, and these differences can be attributed to the accessibility, experience, and satisfaction of tourists [68,69]. Overall, tourist accommodation showed a significant impact on the local economy, which is consistent with similar studies [70,71]. Food consumption showed a high coefficient of total expenditure impact, reflecting the city's gastronomic offerings, emphasizing that culinary offerings attract more tourists and increase spending [72].

5. Conclusions and Limitations

According to the economic impact assessment, the results indicate an average expenditure per tourist during the Raymi Llaqta in Chachapoyas of approximately USD 780 for foreign tourists and USD 692 for domestic tourists. During the entire period of the tourism event, the main expenditures were concentrated on food and beverages (22.81%), lodging (18.36%), and ground transportation (16.69%), demonstrating the importance of the event as a local economic engine. This finding underscores the event's ability to boost key sectors such as accommodation, gastronomy, and smaller-scale tourism activities. The consistency of the revenue stream reflects the confidence and stability of the Raymi Llaqta festival as an economic catalyst, which is essential for sustainable business development in the region.

Over 60% of the tourists mentioned an interest in local culture and history as the main reason for attending Raymi Llaqta. This highlights the authenticity of the event as a touristic attraction and consolidates its reputation as an experience deeply rooted in the traditions of the Chachapoyas. The demand for authentic cultural experiences strengthens the strategic importance of preserving and promoting cultural identity in events of this nature.

The high level of tourist satisfaction during Raymi Llaqta is highlighted by the fact that more than 85% of the participants rated local food quality and the organization of the event positively. These results are not only a reflection of the efficiency of the event's management and operation, but also of its ability to meet visitors' expectations. This positive perception is key for maintaining the event's reputation and competitiveness in the tourism market.

Although most visitors were male (58.93%), the significant presence of women and families illustrates the inclusiveness of Raymi Llaqta as a family event. This demographic diversity broadens the potential visitor base and reinforces the importance of inclusive promotional strategies. The ability to attract and satisfy different population segments strengthens the long-term feasibility of the event as an inclusive tourism destination.

Raymi Llaqta has shown promising potential for future expansion and development, with a 10% annual increase in attendance over the past three years. This upward trend indicates not only the growing popularity of the event, but also its ability to adjust and evolve over time. Through continued growth, Raymi Llaqta is positioned as an ever-evolving event that can generate increasingly significant economic and cultural benefits for Chachapoyas and its surrounding communities.

One limitation was that by using a structured questionnaire, the information obtained could be subject to response bias, such as the tendency of respondents to give socially desirable or inaccurate answers about how they experienced and perceived the event.

This study contributes to the analysis of various customary events of the same or similar nature in Latin America, and, therefore, it is recommended that the tourism infrastructure in such destinations should be strengthened in order to manage the growing number of visitors, including improvements in hotels, transportation and basic services, thus ensuring a comfortable and pleasant experience. For all stakeholders in the tourism and hospitality sector, it is recommended that a focus on marketing strategies in national and international markets could significantly increase the influx of tourists, with actions such as social media campaigns, collaborations with travel agencies, and participation in international tourism fairs, thus ensuring the long-term sustainability of the sector in destinations that seek to promote tourism in a sustainable and responsible manner.

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