



UNIVERSIDAD ANDINA DEL CUSCO
FACULTAD DE CIENCIAS Y HUMANIDADES
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Tesis

**"ANÁLISIS DE LA ACTIVIDAD TURÍSTICA EN EL DISTRITO DE MARANURA,
PROVINCIA DE LA CONVENCION, CUSCO - 2021"**

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Resumen

El presente trabajo de investigación tuvo como objetivo analizar la actividad turística en el distrito de Maranura que cuenta con atractivos turísticos tanto naturales como culturales, de amplia variedad de belleza paisajística, y otros atractivos que hacen del lugar un destino turístico de mucha importancia; sin embargo, no cuenta con una debida promoción de sus atractivos turísticos por parte de sus autoridades tanto municipales como del sector del turismo. Para la obtención de resultados se aplicó una encuesta y un cuestionario, por tanto; de la tabla 4 y figura 17, sobre la variable actividad turística, se aprecia que el 42% de la población del distrito de Maranura indica que la actividad turística es buena, el 25.4% indica que es regular, el 21.5% indica que es muy bueno, el 7.2% indica que es malo y el 3.6% indica que es muy malo, y se llegó a la conclusión que las personas que frecuentemente viajan, desean que su viaje sea una experiencia única y distinta a las demás, por lo que lograr esta satisfacción depende de diferentes aspectos entre ellos está el atractivo turístico que se basa a la naturaleza y como ésta se impone en el entorno, por lo que en el distrito de Maranura la actividad turística es buena, basándose en la gran belleza de los atractivos.

Palabras Claves: Actividad turística, atractivos turísticos.



Abstract

The present research work entitled ""ANALYSIS OF TOURIST ACTIVITY IN THE DISTRICT OF MARANURA, PROVINCE OF THE CONVENTION, CUSCO 2021", which has tourist attractions, with a wide variety of scenic beauty, such as the waterfalls of Yanay, the Pacchas of Ayunay, which is characterized by its natural beauty with the presence of flora and fauna typical of the place, as well as the Chinche sanctuary, which is a temple built in colonial times, and other attractions that make the place a very important tourist destination. However, it does not have a proper promotion of its tourist attractions by both its municipal authorities and the tourism sector. The objective was to analyze the tourist activity in the district of Maranura. The research methodology was descriptive, with a quantitative approach, of non-experimental design, having as a sample 362 residents of the district of Maranura to which the survey and the questionnaire were applied, being the results; From table 4 and figure 17, on the tourist activity variable, it can be seen that 42% of the population of the district of Maranura indicates that the tourist activity is good, 25.4% indicates that it is regular, 21.5% indicates that it is very good, 7.2% indicate that it is bad and 3.6% indicate that it is very bad, and it was concluded that people who frequently travel want their trip to be a unique experience and different from the others, so achieving This satisfaction depends on different aspects, among them is the tourist attraction that is based on nature and how it is imposed on the environment, so that in the district of Maranura the tourist activity is good, based on the great beauty of the attractions.

Keywords: Tourist activity, Maranura, attractions, tourist environment, tourist destination|||