

PERUVIAN TOURISM TO LURE TOURISTS NOT ONLY TO ANCIENT SITES



The tourism industry in Peru is again rising. Officials have reported that the number of visitors is steadily increasing. Peru has lost many tourists in the past. There were troubles with insurgency, common crime, in 1990-91 there was the cholera epidemic and in April 1992 there was a coup. One American tourist was murdered in Cusco in early 1990. Under sharply increased taxes on tourism, imposed in 1989 in response to declining numbers of tourists, foreigners have had to pay far more than Peruvians for internal flights and visits to museums and archaeological sites. This has, however, changed and the tourism industry is once more growing in this South American state. Peru's Minister of Foreign Trade and Tourism, Mercedes Araoz claims that there was a total of 834,592 tourists so far this year.

It is no wonder that the popularity of this destination grows. It is well known that Peru has some very impressive tourism attractions. There is Lima, with its Spanish colonial architecture, and Cusco, with its impressive stonework of pre-Inca and Inca civilizations, notably at Machu Picchu. A famous attraction is also the Lake Titicaca. The increased tourist's interest is also caused by the fact that Machu Picchu is now one of the New 7 Wonders of the World. The Peruvian administration has worked hard to promote the country as an attractive tourism destination. They did not promote it only abroad; they have also launched national TV and radio commercials to promote domestic tourism, which accounts for more than half of tourism demand.

The officials want to promote the Peru's tourism industry even more. They are tiring to develop ecotourism resorts that would lure tourists to other sites than to Cusco and Machu Picchu as well. They want to exploit its 25 conservation zones that cover five million acres. Perhaps in the future it will be possible for tourists to visit some aborigine communities or tour the jungle.

Date: 2007-11-13

Article link:

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