

A POTENTIAL MARKET: TOURISM AND HOTEL MANAGEMENT STUDENTS' TOURIST PROFILE FROM CESAR VALLEJO UNIVERSITY, LIMA-PERÚ

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The objective of this research is to identify the Tourism and Hotel Management students' tourist profile from Cesar Vallejo University. This exploratory and descriptive study has a non-experimental and cross-sectional design; the population and the sample were formed by 1.100 and 290 students respectively; a survey and a semi-structured questionnaire were used to collect data. This research concluded that the average age of respondents is approximately 21 years old; a large block of them travels inside the country until twice a year, is motivated mainly by knowing new places and attractions, and goes to internet and opinions of relatives and friends for obtaining information about the chosen destiny before traveling; several respondents prefer to receive tourist information by internet although some of them still resist to buy by this means primarily by insecurity and distrust.

KEY WORDS: *Tourist profile, vacation, recreation, leisure, potential market.*