

TOURIST AWARENESS OF THE RESIDENTS IN THE RIMAC DISTRICT, PERÚ.

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Tourist Awareness of the Residents in the Rímac District, Perú. The main objective of the present investigation was to determine the level of awareness of the residents of the Rímac district. Three objectives were proposed a better analysis of the same, as the attitude of the inhabitant in front of the tourist, the cultural identity of the inhabitant and the participation of the inhabitants in the tourist activity, were proposed. Likewise, this research was of an applied type, with a quantitative approach and a descriptive level; the design was non-experimental of a cross-sectional nature. A sample of 385 people was estimated, and the technique that was applied was the survey. The data were analyzed by the statistical program SPSS 22.0, and it was obtained as a result that 37% of the population of the district of Rímac presents an average level of tourist awareness. In conclusion, the population has been evoked in three important aspects for the development of tourism in the Rímac: attitude, with a medium level; identity, whose result was high and participation, low level.

KEY WORDS: *awareness, identity, tourism, attitude, participation.*