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## IMPACT OF PERU'S CULTURAL HERITAGE IN THE AMERICAS: A LOOK AT ITS HISTORICAL, CULTURAL AND TOURIST INFLUENCE IN THE REGION

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### **Abstract**

*A documentary review was carried out on the production and publication of research papers related to the study of the variables Cultural Heritage, Historical Influence and Cultural Influence. The purpose of the bibliometric analysis proposed in this document was to know the main characteristics of the volume of publications registered in the Scopus database during the period 2017-2022 by Latin American institutions, achieving the identification of 37 publications. The information provided by this platform was organized through graphs and figures categorizing the information by Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics have been described, the position of different authors towards the proposed theme is referenced through a qualitative analysis. Among the main findings made through this research, it is found that Brazil, with 18 publications, was the country with the highest scientific production registered in the name of authors affiliated with institutions of that nation. was Social Sciences with 23 published documents, and the most used Type of Publication during the period indicated above were Journal Articles with 86% of the total scientific production.*

**Keywords:** *Cultural Heritage, Historical Influence, Cultural Influence, Tourism, Latin America, Peru*

### **Introduction**

In the great canvas of American history, few territories have played such a prominent role in shaping the cultural and social landscape as ancient and mysterious Peru. This South American country has a rich heritage spanning thousands of years of cultural development that has had a major impact across the continent. Thanks to its pre-Hispanic empire, the arrival of Spanish conquistadors and centuries of constant cultural interaction, Peru's cultural heritage weaves a complex web of connections throughout the Americas.

Peru's history is intertwined with iconic civilizations such as the Inca, Mocha, Nasca, and Chavin that flourished long before Europeans arrived. The archaeological remains, towering monuments, and advanced engineering systems left behind by these cultures continue to amaze the world and

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speak quietly of human ingenuity and creativity. From the majestic Nazca Lines, which can only be seen from the air, to architectural wonders like Machu Picchu, Peru's ancient heritage speaks to a cultural complexity that transcends the barriers of geography and time.

The fusion of indigenous cultures with European influence created a new cultural identity that manifested itself not only in architecture and art, but also in language, religion and everyday traditions. The effects of conquest and colonization can be seen in colonial cities such as Cusco and Lima, concrete evidence of the fusion of cultures that defined the era.

However, the impact of Peru's cultural heritage is not limited to the geographical extent of its borders. The country's mineral wealth and natural resources attracted traders and explorers from far and wide, creating trade routes connecting Peru to the rest of the Americas. This network of exchange facilitated not only material benefits but also the flow of knowledge, ideas and beliefs. Agricultural products such as potatoes and corn, which originated in Peru, have become an important part of the world's diet and have significantly changed the eating habits of many cultures.

To conclude, Peru's cultural heritage has played an important role in the history of the Americas, and its influence has left an indelible mark on the cultural and social fabric of the continent. From ancient pre-Hispanic civilizations to the impact of colonization and subsequent cultural exchange, Peru's heritage lives on in the traditions, art, cuisine, and identity of the Americas. Recognizing and appreciating these profound influences is essential to understanding the diversity and richness of America today. For this reason, this article seeks to describe the main characteristics of the compendium of publications indexed in the Scopus database related to the variables Cultural Heritage, Historical Influence and Cultural Influence, as well. As the description of the position of certain authors affiliated with institutions, during the period between 2020 and 2022.

### **General Objective**

Analyze from a bibliometric and bibliographic perspective, the elaboration and publication of research works in high-impact journals indexed in the Scopus database on the variables Cultural Heritage, Historical Influence and Cultural Influence, during the period 2017-2022 by Latin American institutions.

### **Methodology**

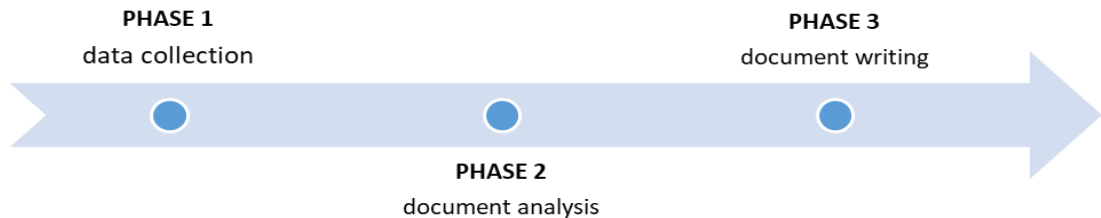
This article is carried out through a mixed orientation research that combines the quantitative and qualitative method.

On the one hand, a quantitative analysis of the information selected in Scopus is carried out under a bibliometric approach of scientific production corresponding to the study of the variables Cultural Heritage, Historical Influence and Cultural Influence.

On the other hand, examples of some research works published in the area of study indicated above are analyzed from a qualitative perspective, starting from a bibliographic approach that

allows describing the position of different authors against the proposed topic. It is important to note that the entire search was performed through Scopus, managing to establish the parameters referenced in *Figure 1*.

**Methodological design**



**Figure 1** Methodological design

**Source:** Authors.

**Phase 1: Data collection**

Data collection was executed from the Search tool on the Scopus website, where 37 publications were obtained from the choice of the following filters:

TITLE-ABS-KEY ( cultural AND heritage, AND historical AND influence, AND cultural AND influence ) AND PUBYEAR > 2016 AND PUBYEAR < 2023 AND ( LIMIT-TO ( AFFILCOUNTRY , "Brazil" ) OR LIMIT-TO ( AFFILCOUNTRY , "Mexico" ) OR LIMIT-TO ( AFFILCOUNTRY , "Colombia" ) OR LIMIT-TO ( AFFILCOUNTRY , "Argentina" ) OR LIMIT-TO ( AFFILCOUNTRY , "Ecuador" ) OR LIMIT-TO ( AFFILCOUNTRY , "Peru" ) OR LIMIT-TO ( AFFILCOUNTRY , "Venezuela" ) )

- Published documents whose study variables are related to the study of Cultural Heritage, Historical Influence and Cultural Influence.
- Limited to the years 2017-2022.
- Limited to studies whose origin corresponds to Latin American institutions.
- Without distinction of area of knowledge.
- Regardless of type of publication.

**Phase 2: Construction of analysis material**

The information collected in Scopus during the previous phase is organized and subsequently classified by graphs, figures and tables as follows:

- Co-occurrence of words.
- Year of publication.
- Country of origin of the publication.
- Area of knowledge.
- Type of publication.

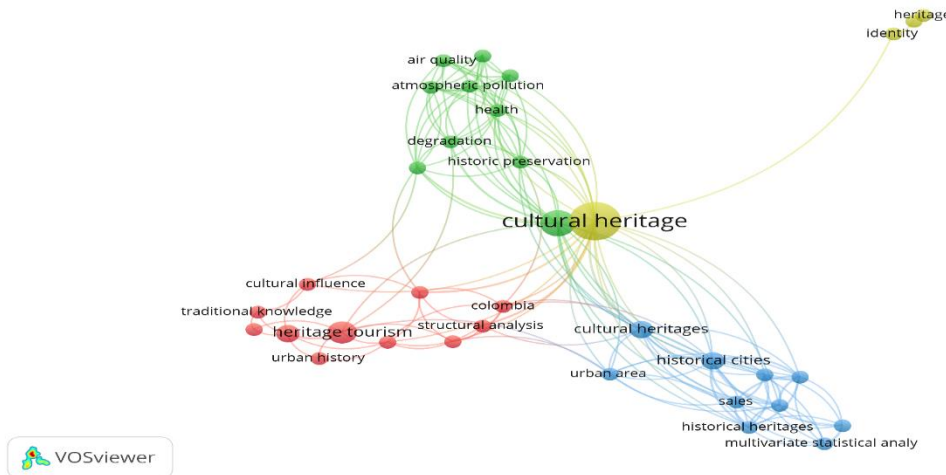
**Phase 3: Drafting of conclusions and outcome document**

In this phase, we proceed with the analysis of the results previously yielded resulting in the determination of conclusions and, consequently, the obtaining of the final document.

**Results**

**Co-occurrence of words**

Figure 2 shows the co-occurrence of keywords found in the publications identified in the Scopus database.



**Figure 2** Co-occurrence of words

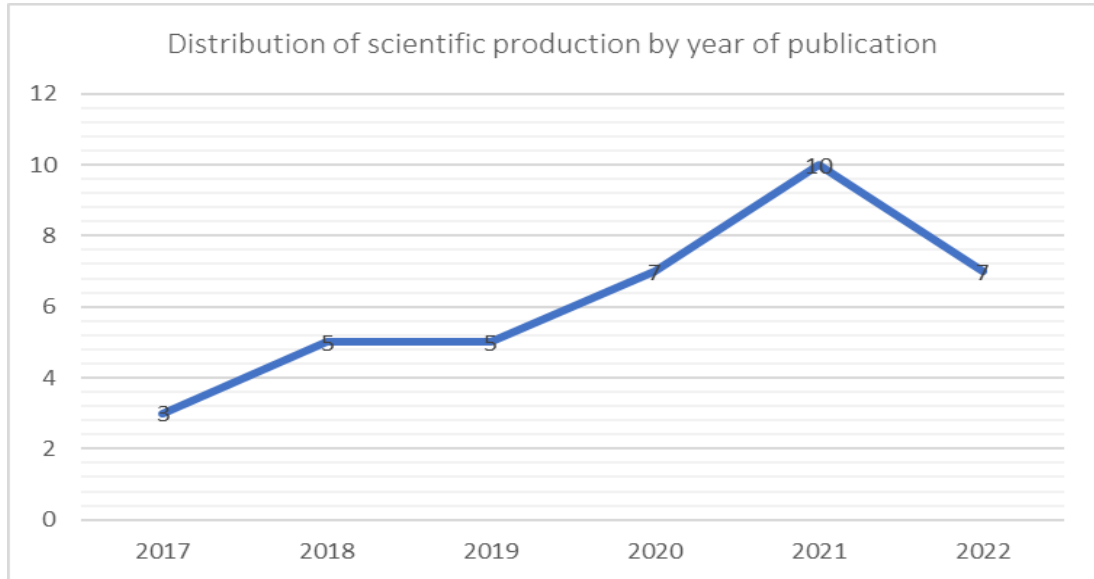
**Source:** Own elaboration (2023); based on data exported from Scopus.

Cultural Heritage is the most frequently used keyword within the studies identified through the execution of Phase 1 of the Methodological Design proposed for the development of this article. Historic Preservation is also among the most frequently used variables, associated with variables such as Cultural Heritage, Historic Cities, Cultural Influence, Traditional Tourism. From the above, it is striking that Peru's cultural heritage encompasses many aspects, such as impressive architectural monuments, complex systems of social and political organization, avant-garde scientific and artistic

achievements, as well as spiritual beliefs. Peru was the center of the Spanish empire in South America, resulting in a cultural crossover and fusion of European and indigenous traditions. This process has left an indelible mark on the language, religion, gastronomy and customs of the entire region, enriching the cultural diversity of the continent.

***Distribution of scientific production by year of publication***

Figure 3 shows how scientific production is distributed according to the year of publication.



**Figure 3** Distribution of scientific production by year of publication

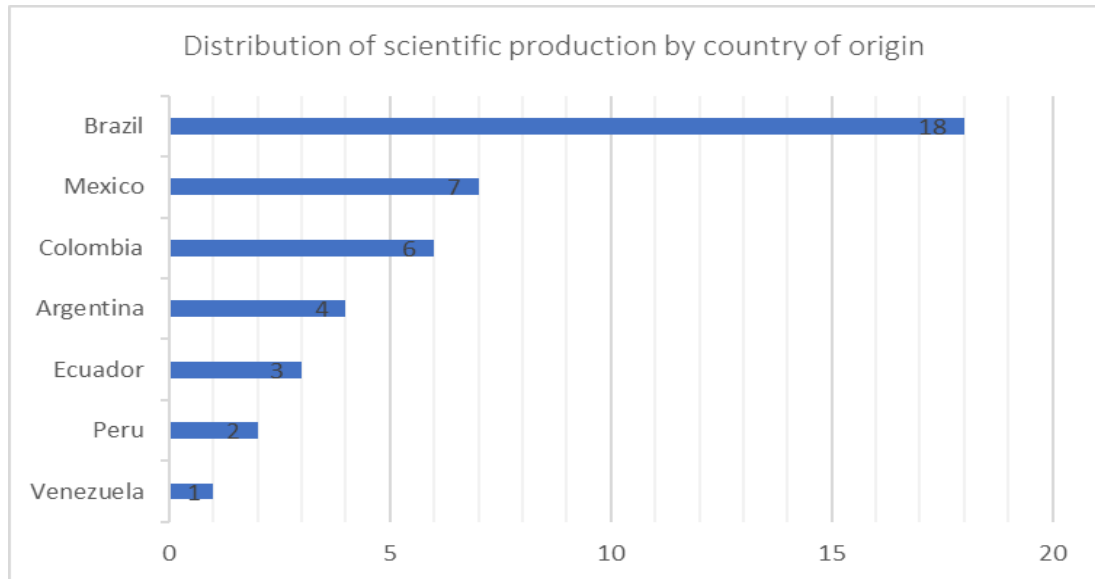
**Source:** Own elaboration (2023); based on data exported from Scopus

Among the main characteristics evidenced by the distribution of scientific production by year of publication, a level of number of publications registered in Scopus is notorious in the years 2021, reaching a total of 10 documents published in journals indexed in said platform. The above can be explained thanks to articles such as the one entitled "Heritage education at school, with the school and beyond the school: a conversation with teachers in dialogue with Paulo Freire" the objective of this article is to carry out a dialogue with teachers about heritage education in the so-called formal educational environment, without neglecting to consider the potential of its relationship with the non-formal educational field. Therefore, the debate starts from the guidelines for heritage education established by the Ordinance/Iphan nr. 137/2016, which are described and detailed, demonstrating how the thought of educator Paulo Freire permeates and influences the concept of heritage education established by the Institute of National Historical and Artistic Heritage, in Brazil. The argumentative path points in the sense that the detailed guidelines defend a heritage education based on a dialogic, reflective and critical perspective, with the effective participation of

communities and people. Following the teachings of Paulo Freire's work, heritage education must assume its political dimension that takes into account, in a horizontal and democratic way, the different knowledges, perspectives and worldviews on cultural heritage and its preservation processes.(Tolentino, 2022)

### *Distribution of scientific production by country of origin*

Figure 4 shows how scientific production is distributed according to the nationality of the authors.



**Figure 4** Distribution of scientific production by country of origin

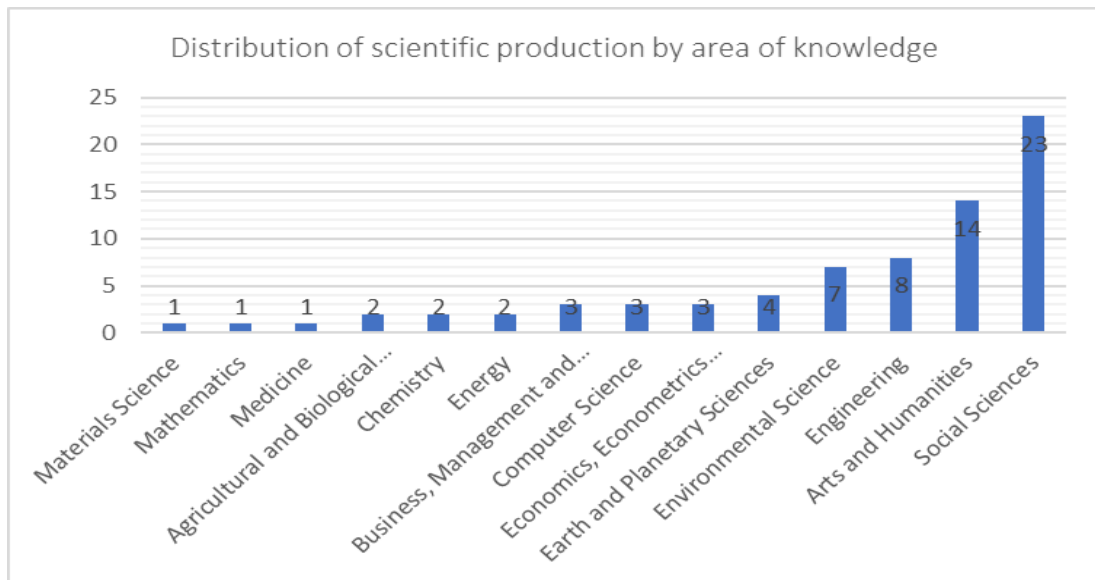
**Source:** Own elaboration (2023); based on data provided by Scopus.

Within the distribution of scientific production by country of origin, records from institutions were taken into account, establishing Brazil, as the country of that community, with the highest number of publications indexed in Scopus during the period 2017-2022, with a total of 18 publications in total. In second place, Mexico with 7 scientific documents, and Colombia occupying the third place presenting to the scientific community, with a total of 6 documents among which is the article entitled "Some Arborescent Motifs in Architectural Reliefs: Augustinian Conventual Heritage in Colonial America" the present study focuses on specific ornamental pictorial evidences, that have remained hidden for centuries, in a convent complex of the seventeenth century, in Salamanca, Mexico. Thus, this research aims to describe specific contextual periods of the convent that houses it and estimate the influence of the grotesque pictorial style and its meaning during the period of the Viceroyalty of New Spain. To do this, we recognized specific ornaments of the style for a formal compositional analysis and discovered references to some plant species that inspired the cultural iconographic features of the region in that historical framework. Conceptually, we review

the communication of ideas based on the nature of grotesque aesthetics and the adoption of this style by Hispanic friars to design the spatial environment of New Spanish convents. I adopt a qualitative methodology to describe five ornamental units, two corresponding to the nave of a temple and three dedicated to its main cloister. We identified ornamental structures that were visually motivated primarily by certain plant species. In summary, this study proposes an emerging approach to the conservation of artistic heritage by revealing evidence indeterminately lost in time and hidden in the changing architectural needs of an evolving society.(Crespo, 2022)

***Distribution of scientific production by area of knowledge***

Figure 5 shows the distribution of the elaboration of scientific publications from the area of knowledge through which the different research methodologies are implemented.



**Figure 5** Distribution of scientific production by area of knowledge

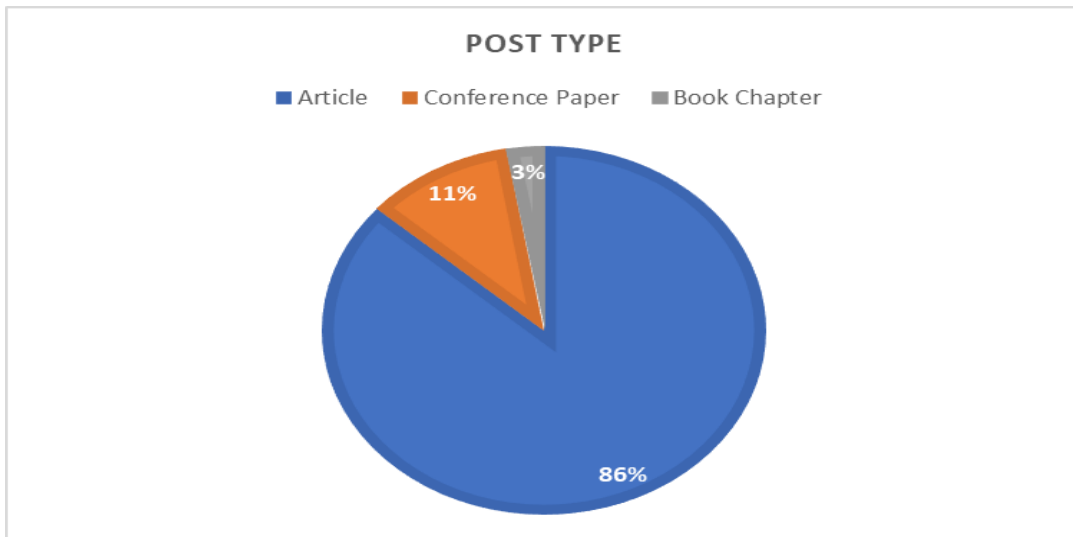
**Source:** Own elaboration (2023); based on data provided by Scopus.

Social Sciences was the area of knowledge with the highest number of publications registered in Scopus with a total of 23 documents that have based their variable methodologies Cultural Heritage, Historical Influence and Cultural Influence. In second place, Arts and Humanities with 14 articles and Engineering in third place with 8. The above can be explained thanks to the contribution and study of different branches, the article with the greatest impact was registered by the area of Social Sciences entitled "the historical architectural ensemble of Manguiños, rio de janeiro, rj, Brazil" The article also aims to analyze the following issues: - Considering the vision of the Brazilian modernists who, In search of an identity for Brazil, you recognized colonial architecture as an expression of genuine Brazilian art, to what extent did European eclecticism

influence a setback in that process of building a national identity? What was the role of European eclecticism in the sense of continuity of a process of cultural colonization in the world and particularly in Brazil? In conclusion, this article aims to analyze the architectural language adopted in the Alhambra, Spain and in the Moro Pavilion, Brazil.(Oliveira, 2022)

***Type of publication***

In the following graph, you will observe the distribution of the bibliographic finding according to the type of publication made by each of the authors found in Scopus.



**Figure 6** Type of publication

**Source:** Own elaboration (2023); based on data provided by Scopus.

The type of publication most frequently used by the researchers referenced in the body of this document was entitled Journal Articles with 86% of the total production identified for analysis, followed by Session Paper with 11%. Chapter of the Book are part of this classification, representing 3% of the research papers published during the period 2020-2022 in journals indexed in Scopus. In this last category, the one entitled "Transformative Heritage: Open Source, Insurgent Nationalism and Augmented Memories" stands out. In this paper, we look at some of the platforms and technologies that influence the way we interact with and experience historic sites and heritage. Recognizing that history is a constructed narrative of the past, this article demonstrates how contemporary technologies influence the reconstruction of stories in the present through digital platforms. By comparing online platforms for the production of digital heritage such as Google Heritage with Augmented Reality (AR) and Mixed Reality (MR) platforms, we demonstrate how digital heritage can undergo a process of recontextualization or decontextualization from its environments of origin. We also show that the reconstruction of the history of digital heritage is



done through the act of remediation: by converting real remnants of the past into digital models or by replacing such remnants with virtual representations that are globally accessible, something new is created and alternative stories can be told. . Within that, we consider some of the ethical questions raised by the migration of historical narratives to digital platforms, as we point towards a growing trend in which history and its production may be subject to large data companies.(Efrat, 2022)

## Conclusions

Through the bibliometric analysis carried out in the present research work, it was established that Brazil was the country with the largest number of records published with regard to the variables Cultural Heritage, Historical Influence and Cultural Influence. with a total of 18 publications in Scopus database. In the same way, it was established that the application of theories framed in the area of Social Sciences, the influence of Peruvian cultural heritage in the Americas is undeniable and profound. With its rich history and traditions, Peru has left a lasting mark on all aspects of life and culture on the continent. From the stunning architecture of ancient civilizations to the culinary diversity that enriches the tables of many peoples, thanks to the influence of languages and awareness of the importance of indigenous roots, Peru's heritage has transcended geographical boundaries to become an integral part of American identity. Peru's cultural heritage has served as a bridge between peoples of different countries, promoting mutual understanding and cultural exchange. As tourists from around the world are drawn to Peru's archaeological treasures and natural wonders, a global conversation has emerged that enriches perspectives and increases appreciation of the cultural diversity of the Americas. Peru's cultural heritage is a constant reminder of the importance of protecting and valuing our roots and how they can be harmoniously intertwined to enrich and strengthen the identity of the country and the continent. Ultimately, the impact of Peru's cultural heritage in the Americas is powerful evidence of how a nation's heritage can resonate across borders, connect people across time and space, and enrich the rich cultural tapestry across the continent.

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