



2015 BRNO - CZ

XXII ENOMETRICS CONFERENCE



ID=113

The Pisco Region: Pisco and Tourism Alan WATKIN

Peruvian Agricultural Ministry; Agricultural Agency of Nasca, Peru
Watkin.alan@gmail.com ; info@wasipunko.com

Spaniards introduced the vine to Peru when they arrived in America, according to the chroniclers, by the sixteenth century. This product is rooted in our history since the seventeenth century and its development in recent years has been remarkable both, domestically and internationally. In addition, the Pisco is closely linked with one of the main attractions of Peru spreads: gastronomy.

This involved the use of a technology culture also brought from Spain. This technology has expanded and developed in different parts of the conquered lands where it was feasible to plant them and get what they wanted: wine, brandy and grape as fruit. This technology has been maintained and gradually developed into what is currently found in vineyards over 50 years old. The vineyards created in the twentieth century followed the same technology, with some changes or modifications, which came from the development of the wine industry since.

In Peru, the tendency to develop tourism products by way of themed routes is in full swing. The first route that has been marketed for several decades has been the Inca Trail, now known as Qhapac Nan, recognized by UNESCO as a World Heritage Site. The other route is marketed as such is the PiscoRoute.

The Pisco Route is based on visits to wineries that produce and market the Peruvian Pisco, a drink that is prepared in the southern regions of the country since the seventeenth century and today enjoys worldwide recognition and appellation. It has also been declared Cultural Patrimony of the Nation by the Ministry of Culture - the October 18, 2007, declaring that the protection of traditional knowledge that allows the preparation and formation of a sense of national identity around the drink.

In the "Study on the technology for growing vines and production of Pisco and recommendation how to set different qualities of Pisco" (IngMg.Sc. Juan Carlos Palma, Mr. Edwin Landeo del Pino, 2004); Undoubtedly growing vines in the geographic area of the Denomination of Origin Pisco, gives characteristics of soil, climatic own region that give a typical particularity to Pisco grapes. If we add the production technology of Pisco unique quality schnapps considered unique in the world is obtained.



Figure 1: Design of routes under product Tourist Route of Pisco (Region Lima and Ica)