


Methodology for Designing a Gastronomic Route in the District of Pachacamac

Metodología para el diseño de una ruta gastronómica en el distrito de Pachacamac

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ABSTRACT

The study was conducted in the district of Pachacamac, a destination renowned for its diverse culinary offerings from the country's three regions, with a particular emphasis on Andean cuisine. The establishment that served as a pilot for generating the Methodology for Designing a Gastronomic Route was selected based on a series of criteria evaluating different aspects of the restaurant, supported by López *et al.* (2022). To identify visitor characteristics, an 11-question closed-ended questionnaire was created using Microsoft Forms, validated by three specialists, and administered in four sessions each weekend. The data was analyzed using IBM SPSS Statistics. The survey was conducted in the Arms Square (Plaza de Armas) of the District of Pachacamac during the gastronomic fairs held every weekend. The sample included 383 participants and focused on demographic, psychographic, and behavioral aspects. The results revealed that proposing a methodology for designing a gastronomic route in Pachacamac requires planning an itinerary that integrates cultural or natural heritage, allowing participants to explore and enjoy the culinary offerings of the district. This implies the analysis, selection of points of interest, itinerary design, partnerships, promotional materials, pilot testing, monitoring, and mapping.

Keywords: Methodology, tourist route, gastronomic route, Pachacamac.

RESUMEN

El estudio se llevó a cabo en el distrito de Pachacamac, un destino conocido por su destacada oferta de una variedad de platos provenientes de las tres regiones del país, con una especial prominencia de la comida andina. El establecimiento que sirvió como piloto para generar la Metodología para el diseño de una Ruta Gastronómica fue seleccionado a través de una serie de criterios que evalúen diferentes aspectos del restaurante, respaldado por López *et al.* (2022). Para identificar las características del visitante se utilizó un cuestionario de 11 preguntas cerradas en Microsoft Forms, validado por tres especialistas, administrado en 4 sesiones de cada fin de semana y analizados con IBM SPSS Statistics.



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La encuesta se llevó a cabo en la Plaza de Armas del Distrito de Pachacamac durante las ferias gastronómicas que se realiza cada fin de semana. La muestra incluyó 383 personas y se centró en aspectos demográficos, psicográficos y conductuales. Los resultados revelaron que para proponer una metodología para diseñar una ruta gastronómica en el distrito de Pachacamac implica diseñar un recorrido articulando el patrimonio cultural o natural que permita a los participantes descubrir y disfrutar de la oferta culinaria de este distrito. De ello se infiere que es importante contemplar el análisis, selección de punto de interés, diseño del recorrido, alianzas, material promocional, prueba piloto, monitoreo y mapeo.

Palabras clave: Metodología, ruta turística, ruta gastronómica, Pachacamac.

INTRODUCTION

The World Tourism Organization (WTO) defines gastronomic tourism as a type of travel where visitors engage in activities and enjoy culinary products characteristic of the destination they visit. In addition to savoring authentic and traditional delicacies, this form of tourism can include visits to local producers, participation in food festivals, and even cooking classes. A subcategory of this is wine tourism, which focuses on visiting vineyards and wineries as well as tasting and purchasing local wines (WTO, 2019).

The competitiveness of a tourist destination is developed through the strategic planning and management of its comparative and competitive advantages. This involves creating differentiated and high-quality products that offer unique experiences and added value to tourists. Proper planning is essential to enhance tourist destination competitiveness, maximize positive tourism effects, minimize negative impacts, anticipate changes in consumer needs and preferences, adjust supply, reduce deficiencies, and combat seasonality (WTO, 2023).

Gastronomy is the scientific study of what we eat and how we consume it. It is an interdisciplinary field that examines

and creates physicochemical, cultural, and socio-economic processes related to how humans cultivate, process, distribute, and consume quality food and beverages, which ultimately influence physical, mental, and social well-being (Gobierno Vasco, 2017).

The gastronomic value chain, and by extension gastronomic tourism, encompasses a broad, enriching, and satisfying experience for tourists. It often becomes the primary motivation for their travels. Gastronomy is not just about a single dish; it is built through a value chain that includes food production, processing, distribution, transformation, and consumption. This process incorporates elements such as gastronomic landscapes, cultural and culinary identity, and tangible and intangible heritage (culinary professions, traditional recipes, utensils, etc.). Additionally, it is influenced by factors such as public policies, administrative regulations, infrastructure, and education and research.

Barrera (2010) stated that food routes are based on the connection between primary production and tourism. The most emblematic foods of each region become tourist attractions, around which a social network and a culture of production and

consumption emerge, making them highly appealing to visitors. Barrera & Bringas (2009) described Food Routes as tourist itineraries that offer services and products, enabling a leisurely exploration of the culture and history of foods that reflect regional identity. However, these routes also serve a deeper purpose: highlighting the symbolic significance of food and transforming it from a mere tourism experience into a valuable cultural resource. Creating a gastronomic route in Pachacamac involves developing a methodology that allows participants to discover and enjoy the district’s culinary offerings. The following presents a step-by-step methodology for designing a gastronomic route:

Table 1.
Methodology for designing a gastronomic route in he district of Pachacamac

Methodology for Designing a Gastronomic Route in the District of Pachacamac	
1. Research and Analysis	1.1. Define objectives and target audience
	1.2. Environmental analysis
2. Selection of Points of Interest	2.1. Selection criteria
	2.2. Diversity
3. Route Design	3.1. Mapping and logistics
	3.2. Diversity
4. Collaboration and Alliances	4.1. Contacting establishments
	4.2. Agreements and promotions
5. Development of Materials	5.1. Route guide
	5.2. Promotional materials
6. Tools and Resources	6.1. Mapping software
	6.2. Social media
	6.3. Tourism platforms
7. Sustainability and Expansion	7.1. Route maintenance
	7.2. Expansion
8.Execution and Monitoring	8.1. Tracking
	8.3. Continuous evaluation
9. Launch and Promotion	9.1. Marketing campaign
	9.2. Launch events
10. Implementation	10.1. Pilot test
	10.2 Adjustments and improvements

Developing a gastronomic route is a dynamic process requiring research, planning, and collaboration. By following this methodology, it is possible to design a gastronomic route that highlights the rich culinary offerings of Pachacamac. According to the WTO (2012), gastronomic routes are one of the most refined and advanced tourism products of a given territory. Interestingly, the WTO considers them from a systemic perspective, incorporating elements such as destination branding, serial products, and their potential to stimulate local economies.

Within this context, the WTO’s proposal emphasizes the importance of management. For the purposes of this study, the Huancahuasi restaurant was selected as the most representative establishment. To achieve this, various evaluation criteria were taken into account. The following visual organizer presents the criteria used to select the most representative establishment for the Pachacamac gastronomic route:

Table 2.
Criteria for selecting the most representative establishment for the gastronomic route in Pachacamac

Criteria for Selecting the Most Representative Establishment for the Gastronomic Route in Pachacamac	
1. Food Quality	1.1. Taste and presentation 1.2. Ingredients 1.3. Variety
2. Authenticity	2.1. Tradition and culture 2.2. Traditional recipes
3. Attentiveness	3.1. Attention 3.2. Speed 3.3. Menu knowledge
4. Ambiance and Décor	4.1. Atmosphere 4.2. Decoration 4.3. Cleanliness
5. Price-Quality Ratio	5.1. Prices 5.2. Promotions
6. Reputation and reviews	6.1. Customer feedback 6.2. Online reviews 6.3. Awards and recognition
7. Innovation and creativity	7.1. New proposals 7.2. Adaptation to trends
8. Sustainability	8.1. Eco-friendly practices 8.2. Local suppliers
9. Accessibility	9.1. Location 9.2. Facilities for disabled guests
10. Overall Experience	10.1. Satisfaction 10.2. Customer loyalty

Rolfini (2015) described that once the desired aspects to be showcased have been decided, it is necessary to document the route. This involves two simultaneous tasks: Exploring the area through fieldwork and gathering information from books, newspapers, magazines, and websites. This information is crucial for accurately selecting the locations that will form part of the route and providing participants with the necessary context to fully understand what they are experiencing and tasting. Additionally, between one stop and another, formal and informal stories can be shared to add rhythm and color to the route.

It is essential to highlight that the typical dishes offered in the district of Pachacamac are primarily inspired by Andean cuisine, although it is also possible to find dishes from other regions of Peru. According to interviews conducted, when asked about the typical dishes of the district, responses included options such as pachamanca, patasca, pork chicharrón, and cuy chactado, all of which are deeply rooted in the culinary traditions of the Andean region of Peru. However, special emphasis was placed on Huatia Pachacamina, a traditional dish from the district, prepared with beef, mint, seeded coriander, ají panca,

ají mirasol, pepper, salt, oregano, vinegar, and chicha de jora. This dish is served with yellow cassava and rice and is especially consumed during Wednesday lunches.

The following presents a set of criteria to identify the typical dishes from the three regions of the country, with a particular emphasis on Andean cuisine.

Table 3.
Criteria for identifying typical dishes of national and local gastronomy offered in the district of Pachacamac

Criteria for Identifying Typical Dishes of National and Local Gastronomy Offered in the District of Pachacamac	
1. Documentary Research	1.1. Books and Gastronomic Guides
	1.2. Specialized Websites and Blogs
2. Visits to Markets and Local Fairs	2.1. Food Markets
	2.2. Gastronomic Fairs
3. Interviews or Conversations	3.1. Chefs and Restaurant Owners
	3.2. Local Residents
4. Menu Analysis in Restaurants	4.1. Popular Restaurants
	4.2. Specialized Restaurants
5. Direct Observation	5.1. Frequency of Dishes
	5.2. Staff Recommendations
6. Consultations with Experts	6.1. Historians and Anthropologists
7. Use of Social Media and Online Platforms	7.1. Social media
	7.2. Online Reviews and Opinions
8. Participation in Workshops and Cooking Classes	8.1. Local Cooking Classes
9. Audiovisual Resources	9.1. Television Programs
	9.2. Online Videos

Martínez (2019) emphasized that designing a gastronomic route enables the preservation of culinary culture through a variety of traditional dishes that form a structured guide, connecting different destinations. This ensures that tourists enjoy a unique and pleasant experience.

To identify cultural or natural tourist resources that can be integrated into the gastronomic route of Pachacamac, a consultation was conducted using the tourist resource inventory available in the database of the Ministry of Foreign Trade and Tourism (MINCETUR). The following were considered priority locations for inclusion: Pachacamac Site Museum and Sanctuary, Alameda del Caballo de Paso Peruano, Cerro Pan de Azúcar, Church of Santísimo Salvador de Pachacamac, Legend of the Pachacamac Islands, Lomas de Lúcumo, Lomas de Pachacamac, Main Square of Pachacamac, Holy Week in Pachacamac.

The tourist visiting the district of Pachacamac for gastronomic purposes can be profiled based on various demographic, psychographic, and behavioral characteristics. The following presents a detailed analysis of these characteristics:

Table 4.
Profile of the gastronomic visitor to the district of Pachacamac

Profile of the Gastronomic Visitor to the District of Pachacamac	
1. Demographics	1.1. Age 1.2. Gender 1.3. Socioeconomic Level 1.4. Place of Origin
2. Psychographics	2.1. Interests 2.2. Lifestyle 2.3. Values
3. Behavioral Aspects	3.1. Motivation 3.2. Frequency of Visits 3.3. Loyalty
4. Specific Interests in Pachacamac	4.1. Typical Dishes 4.2. Local Ingredients 4.3. Cultural Experiences
5. Buying Behavior	5.1. Spending 5.2. Planning 5.3. Opinion and Recommendation
6. Expectation	6.1. Quality and Authenticity 6.2. Customer Service 6.3. Atmosphere

According to the UNWTO (2023), gastronomic tourism is described as a form of travel in which tourists engage in experiences related to food and enjoy the typical gastronomy of the destination they visit. In addition to tasting authentic and traditional dishes, this type of tourism may include activities such as visits to local producers, participation in gastronomic festivals, and even cooking classes.

MATERIALS AND METHODS

This study was conducted in the district of Pachacamac due to its significance in the supply and consumption of traditional dishes from both local and national gastronomy. A methodology was proposed to design a gastronomic route

in the district, which included technical visits to the “Pisco Route”, analyzing the methodology of Lazo, Catador, and Tacama wineries. Additionally, four technical visits were made to the district of Pachacamac to identify establishments that could be integrated into a gastronomic route, supported by the Tourist Resources Inventory of MINCETUR. These visits also facilitated the implementation and administration of a structured questionnaire via Microsoft Forms, which consisted of 11 closed-ended questions. The questionnaire was administered in four sessions, and the collected data were stored in MS Excel and statistically analyzed using IBM SPSS Statistics. To ensure the validity of the questionnaire, it was evaluated by three

experts in the field.

The survey was conducted in the Main Square of Pachacamac during weekend gastronomic fairs, as well as outside restaurants over the course of four consecutive Saturdays. The selection of restaurants was based on information from the National Directory of Qualified Tourist Service Providers of MINCETUR. The survey approach was descriptive, aiming to identify the profile of the gastronomic visitor in the district. Understanding this profile is essential for the development and sustainability of the gastronomic route, as it helps enhance the current offer and adapt to future trends, ensuring that the destination remains attractive and beneficial for the local community. Closed-ended questions were employed to facilitate data analysis and comparison. The sample consisted of 383 randomly selected individuals at the weekly gastronomic fair and at the exit of restaurants. The survey was structured into demographic, psychographic, and behavioral dimensions, all of which were related to the gastronomic experience in the District of Pachacamac.

RESULTS AND DISCUSSION

The results from Figure 1 indicate that 83.8% of respondents stated that a gastronomic route in the District of Pachacamac “would contribute to the development of gastronomic tourism.”

An analysis of the perceived impact of a gastronomic route in Pachacamac on the development of gastronomic tourism shows that a vast majority believe it would contribute positively. This highlights the recognition of local gastronomy’s potential to attract visitors and stimulate economic

growth in the district. By leveraging this favorable perception and addressing any identified concerns, Pachacamac can advance toward developing a unique and attractive gastronomic offering that draws more visitors while benefiting the local community. The UNWTO (2023) explained that the value chain in the tourism sector consists of a series of primary and support activities that are strategically fundamental to its operation. Primary activities include processes such as policy formulation and comprehensive planning, development of tourism products, marketing and promotion, distribution and sales, as well as management of operations and services in tourism destinations. Support activities encompass transportation, infrastructure, human resource development, technological innovation, and other goods and services, which, while not directly related to tourism, significantly influence the overall value of the industry.

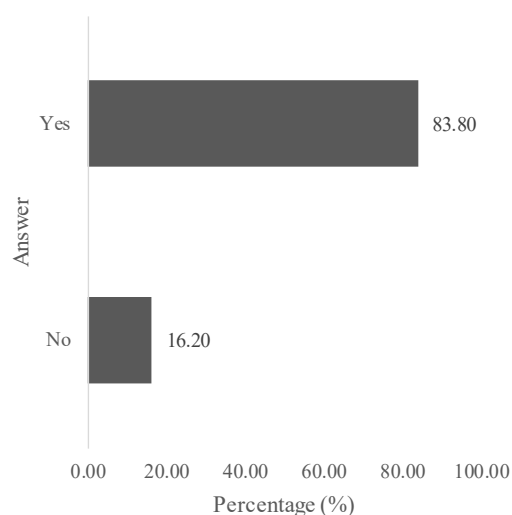


Figure 1. Perception of the impact of a gastronomic route in Pachacamac

The results from Figure 2 indicate that 74.7% of respondents believe that the District of Pachacamac “has the potential to become a gastronomic tourism destination.”

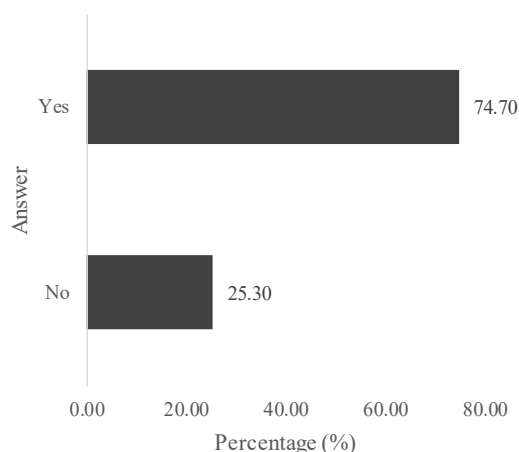


Figure 2. Potential of the district of Pachacamac to become a gastronomic tourist destination

The perception of Pachacamac's potential as a gastronomic tourism destination reveals a significant majority of affirmative responses. Of the 383 respondents, 286 (74.7%) believe that Pachacamac has the potential to develop as a destination centered on gastronomy. In contrast, 97 respondents (25.3%) do not share this view.

Regarding the potential of gastronomic tourism destinations, Sosa *et al.* (2020) state that these must include a geo-socioeconomic analysis, an evaluation of local traditions and culture, the delimitation of tourism zones in the region, the compilation of an inventory of natural and cultural resources and, finally, a detailed report on the locality's tourism potential.

The results from Figure 3 indicate that 68.4% of respondents stated that customer satisfaction with a dish depends on "the ingredients."

The analysis of the factors affecting customer satisfaction shows that most respondents attribute satisfaction to the quality of ingredients. While

flavor is also recognized as an important factor, presentation and texture were not considered significant determinants according to the respondents. However, a significant proportion acknowledges the importance of all factors, including ingredients, presentation, texture, and flavor in customer satisfaction.

Reyes *et al.* (2023) emphasized that Peru's vast biological resources and cultural diversity are reflected in a wide culinary variety, showcasing the distinct characteristics of each geographic area and the deeply rooted customs of various ethnic communities coexisting in the country.

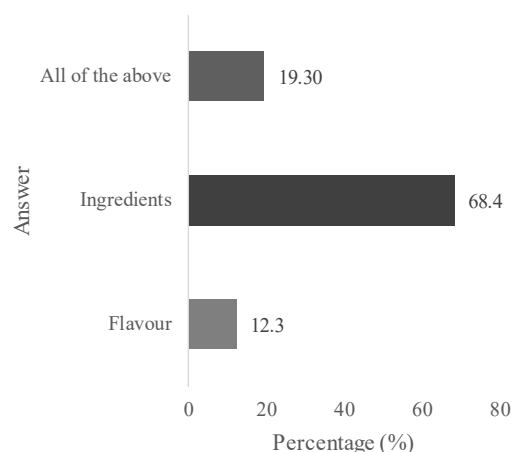


Figure 3. Factors influencing customer's satisfaction with a dish

The results from Figure 4 indicate that 63.2% of respondents stated that their primary reason for visiting Pachacamac for leisure would be to participate in "cultural activities."

The main reason respondents would visit Pachacamac for leisure is strongly centered on cultural activities. Of the 383 respondents, 242 mentioned cultural activities, representing 63.2% of the total. Other reasons included adventure sports, gastronomy, family visits, and social visits, with notable absences in nature-related

activities.

Sosa *et al.* (2020) stated that the purpose of developing a gastronomic route is to propose an initiative that boosts local economic development through gastronomic tourism by conducting a diagnosis of tourism resources using the MINCETUR (Peru) resource inventory sheet for the design of a tourism product. The results must include a geo-socioeconomic study, an analysis of local traditions and culture, tourism zoning of the area, the creation of an inventory of natural and cultural resources, and finally, a report on the tourism potential of the locality.

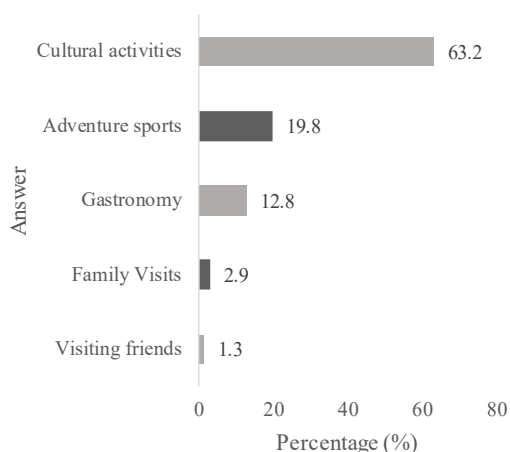


Figure 4. Main reason for visiting the district of Pachacamac

The results from Figure 5 indicate that 94% of respondents stated that the existing restaurants in the District of Pachacamac “contribute to the gastronomic identity of this district.”

The majority of respondents believe that the existing restaurants in Pachacamac contribute to its gastronomic identity. Of the 383 respondents, 360 (94%) consider that restaurants play a significant role in forming and promoting the district’s gastronomic identity. In contrast, only 23 respondents (6%) do not share this view.

During the Republican period, the goal of establishing a unified nation was guided by the ideology of *mestizaje* (mixture), as noted by Toledo (2002). The great variety of Peruvian cuisine is based on three main sources: the unique geography of Peru, the blending of cultures, and the adaptation of ancient cultures to modern cuisine.

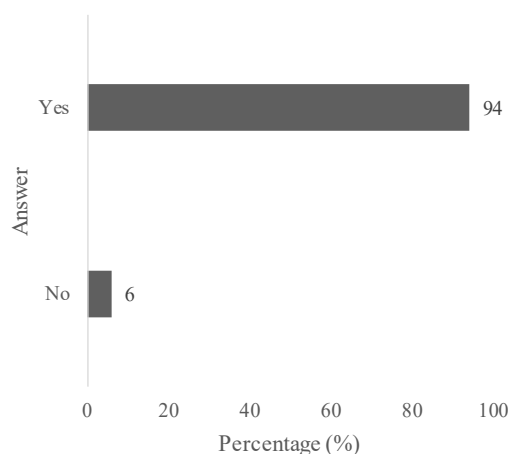


Figure 5. Restaurants in Pachacamac enriches its gastronomic identity

CONCLUSION

The methodology for selecting the most representative establishment in the gastronomic route of Pachacamac began with field visits to the Pisco Route and various points in Pachacamac. These visits, conducted on different dates, involved tasting food and beverages to gain a comprehensive understanding of the local gastronomic offer.

Subsequently, specific evaluation indicators were developed and applied uniformly to all gastronomic establishments in Pachacamac. These indicators included criteria such as food quality, authenticity of dishes, service level, and ambiance. Through this evaluation, Huancahuasi Restaurant was identified as the most representative establishment to be included in the gastronomic route.

This methodological approach ensures a systematic and objective selection process, prioritizing culinary excellence and other key factors that enhance the visitor experience.

The design of the criteria for identifying the typical dishes of the gastronomic offer in the district of Pachacamac was based on a comprehensive methodology that included documentary research, visits to gastronomic fairs, interviews with local experts, menu analysis in restaurants, review of audiovisual resources, and direct observation. This approach provided an integrated perspective on the culinary offerings in Pachacamac, which is mainly associated with Andean cuisine, although it also includes dishes from other regions of Peru. Through this process, the most representative and characteristic local dish of Pachacamac was identified as “Huatia Pachacamina.”

To identify cultural and natural tourist resources that could be incorporated into the gastronomic route of Pachacamac, a methodology was used that included consulting the inventory of tourist resources from the MINCETUR database and verifying their current status through field visits. The following resources were prioritized: Museum and Sanctuary of Pachacamac, Alameda del Caballo de Paso Peruano, Cerro Pan de Azúcar, Church

of Santísimo Salvador de Pachacamac, Legend of the Pachacamac Islands, Lomas de Lúcumo, Lomas de Pachacamac, Plaza de Armas of Pachacamac, Semana Santa in Pachacamac, Bioagriculture Casa Blanca and Paseo de los Incas. Although there are other equally important tourist resources that could enhance the gastronomic route, it is essential to adjust operating hours to the availability of visitors to maximize accessibility and enjoyment.

To develop the profile of the visitor to Pachacamac with a methodological approach, a structured survey was designed and applied, covering demographic, psychographic, and behavioral dimensions. The survey was conducted with the objective of identifying the distinctive characteristics of the gastronomic visitor in Pachacamac. Detailed information was collected regarding their preferences, motivations, and behaviors related to gastronomy and cultural tourism.

The results revealed that gastronomic tourists stand out for their appreciation of local food and culture, their willingness to explore new flavors and experiences, and their inclination to share their culinary discoveries with others. This methodological approach ensured a deep and systematic understanding of the visitor profile, thus providing the foundation for the development strategy of gastronomic experiences in Pachacamac.

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