



"UN DESTINO CON FUTURO," BOOK ON ANDEAN BAROQUE ROUTE, PUBLISHED

- The book "Un destino con futuro" ("A destination with a future") presents the research and the challenges of finding answers for tourism development along the Andean Baroque Route
- The publication demonstrates the potential of Andahuaylillas and surroundings as sustainable tourism destinations

Lima, January 16, 2013... Seven institutions presented the book "Un destino con Futuro: Contribuciones para el desarrollo sostenible del turismo en Andahuaylillas – Cusco," which shows the potential of Andahuaylillas and surrounding areas to become a first-rate sustainable tourism destination.

The creation of the book involved institutions that currently promote the Andean Baroque Route: Andahuaylillas and Huaro churches of the Society of Jesus; SEMPA Association, responsible for the administration of the Route; Centro Jesús Obrero (Ccaijo) of Andahuaylillas; Antonio Ruiz de Montoya University; World Monuments Fund; and the Backus Foundation.

The book—written by Elias Mujica Barreda, John Arapovic Doko, and Elmer Barrio de Mendoza—presents two quantitative studies on tourism in Andahuaylillas. The first relates to the potential market and Andahuaylillas potential positioning as a tourist destination. The second analyzes the levels of current visitor satisfaction and their experiences of the destination. Both studies have informed the development and marketing strategies of the Andean Baroque Route, which includes building local capacities to attend to the demands of the tourist influx and the enhancement of the three baroque churches: San Pedro Apóstol de Andahuaylillas, San Juan Bautista de Huaro, and the Chapel of the Virgen de la Candelaria of Canincunca.

Felipe Cantuarias, Planning and Corporate Affairs VP with Backus, stated: "At Backus, we are convinced that one of the ways to contribute to the development of the country is investing in the conservation and enhancement of our cultural heritage. This creates a virtuous cycle that begins with economic dynamism generated by tourism in the project area, resulting in increased revenue and improved lifestyle quality for the community."

Ms. Marcela Perez de Cuellar, President of World Monuments Fund Peru, stated: "The work experience that we have had in various parts of the country, and with different institutions and companies seeking the recovery of cultural heritage, has been very positive. This is why we continue to support the development of Andean Baroque Route in partnership with public and private institutions that are interested in the conservation and restoration of the temple of Canincunca, in Andahuaylillas."

The results of the studies presented in the book were the basis for Backus Foundation's participation in the 11th project competition by the National Fund for Training and Employment Promotion (FONDOEMPLOYO). Backus Foundation won the bid to run the project designed to increase employment through tourism development in

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Andahuaylillas, Huaró, and Urcos in Quispicanchi, Cusco, and will invest more than \$400,000 over three years.

The event was attended by the Minister of Foreign Trade and Tourism, José Luis Silva Martinot; Quispicanchi Province Mayor, Mr. Graciano Mandura Crispin; Huaró and Andahuaylillas district mayors, Mr. Herminio Huaman Cahuata and Mr. Vicente Salas Pílares; and representatives of the seven institutions. Comments on the book were made by a panel composed by Claudia Cornejo, Vice Minister of Tourism, María Antonia Pamiés, Director of Sustainable Tourism, at the University Antonio Ruiz de Montoya, and the writer and journalist Rafo León.

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Press Inquires

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