



The "pulque" the drink of the gods with milenary value and tradition [

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text (article)

Analítica

In Mexico, there are a large number of heritage drinks such as sotol, bacanora, mezcal, sisal, colonche, pozol and pulque among many others. However, there are few actions that have been carried out to take advantage of them as a tourist resource. With the intention of supporting the production of beverages with cultural representation, the present work is the results of an investigation on pulque, which is a sour drink with tradition in the country, whose origin is pre-Columbian, and which was considered as the "drink of the gods". Pulque is elaborated in a hygienic way, it has the necessary characteristics to be part of an attractive gastronomic route for tourism. The objective was to analyze some aspects of the white drink, in order to promote a tourism marketing strategy that could be successful by disseminating information about its tradition, elaboration process, preparation modalities, routes, farms and pulquerías. It is intended to promote the ancestral value that is part of Mexican folklore. Documentary research was done with a qualitative approach, secondary sources were consulted. Conclusions Lack of knowledge of the properties of the drink, The diffusion of the image of pulque is scarce and it is necessary to revalue the drink both nationally and internationally by the responsible agencies

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