

EXPLORATORY STUDY ON THE MULTISENSORIAL EXPERIENCE AT THE VIVENCIAL MUSEUM OF WINE AND PISCO IN AREQUIPA, PERÚ

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Stimulate the senses of wine tourism is key to improve your experience. This research seeks to explore the experience of visitors by interacting with the multisensory technology implemented into the Experiential Wine and Pisco Museum in Arequipa, Peru. A qualitative-phenomenological methodology has been used to achieve the aforementioned purpose. The results give an account of the experience of the visitors was mostly satisfactory, the visitors felt stimulated all their senses, generating in them a novel experience, indeed. However, there are elements that negatively affected the visit. This research allows to understand the importance, limitations and consequences of the application of innovative technology in the wine and pisco tourism sector.

KEY WORDS: *sensorial marketing, embodied cognition, technology, innovation sensorial experience.*