

## The Gastronomic Industry: A Line Of Sustainable Tourism

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### ABSTRACT

*Gastronomic tourism is a type of tourism where its main activities focus on the culinary culture of a certain place, highlighting its stews or drinks that are transmitted, in many cases, from generation to generation, becoming for the tourist a motivation that leads him to taste traditional dishes of a region. The objective of this study was to determine the scientific evidence of gastronomic tourism from a national and global perspective, in order to highlight its importance as a sustainable tourism resource for all peoples. The methodology used was bibliographic analysis using the documentary technique in high-impact databases, as well as repositories of national and foreign universities with publications related to gastronomic tourism, as a resource for tourism sustainability, using a documentary matrix that allowed the selection of 50 sources that facilitated its analysis taking into account the purpose indicated in this study. The resulting information indicates that scientific evidence over the last five years has shown that it is tourist excursions that drive gastronomic interest, revealing itself as a factor associated with tourism with a view to sustainability. Likewise, it was noted that it is the gastronomic routes that promote the culinary appeal that responds to the culture of each visiting space; considering the media as an instrument of dissemination.*

**KEYWORDS:** *Gastronomic tourism, tourism sustainability, tourism resources.*

### INTRODUCTION

In recent years, tourism has boomed in society, becoming one of the main sources of economic income around the world and above all as an activity that awakens emotional states, whose satisfaction justifies the investment of both time and money. Morillo (2011) asserts that Tourism is an activity that could favor the reduction of poverty in populations, considering adequate planning according to its planning and thus building much better living conditions. It is a reality whose potential promotes economic growth and emotional well-being for those who undertake tourism actions, whose responsibility includes both those who seek to satisfy their tourist interest, entrepreneurs and the community in general. According to the World Tourism Organization (UNWTO, 2021), considering sustainability in this activity represents a responsible way of doing Tourism since it takes into consideration the current scenario and the one that arises over time from different economic, social and environmental perspectives that manage to meet the needs of the environment, the industry, the host communities and visitors in a given place. This is a responsibility that arises from tourism agents who, based on the Sustainable Development Goals, create the appropriate collaborative synergies for the exchange of experiences, motivations and knowledge that have a positive effect on the sector

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and its environment, such as tourists, the destination and the operating companies (Azcárate et al., 2019).

From the above, we must recognize that gastronomic tourism in our country has turned Peru into a tourist attraction resource of such a level that it promotes the economic and social development of its regions. In this sense, gastronomy and tourism represent a sustainable opportunity in communities and spaces that open up an emerging form of tourism (Bessière, 1998; Antonioli, 2002; Beer et al., 2002; Sosa et al., 2021). Along the same lines, authors such as Velásquez and Garlobo (2020), value sustainable gastronomic tourism, for being carried out through actions based on their own gastronomic resources located in different places in order to develop experiences related to it, in which cultural and social aspects are valued, through a responsible use of them. On the other hand, taking into account the growth of the tourism sector, it is evident to take into consideration that a chosen geographical area can increase its potential as a tourist destination thanks to the interest promoted by the culinary appeal offered by marine products, increasing the satisfaction of the visitor for their tasting. Thus, Ochoa (2021) states that the fundamental objective is to examine the conditions, experiences, and challenges presented by Kino Bay as one of the geographical areas that have great potential to promote gastronomy associated with tourism, as an option for expansion, using its own natural elements, as well as the participation of the inhabitants of the region. In addition to its cultural visualization and promotion of local traditions.

According to the UNWTO (2019), destinations in a globalized world are facing the challenge of creating gastronomic tourism experiences that meet the emotional demands of increasingly demanding travelers. This implies developing tourism products focused on personal experiences, which are able to meet the needs of today's tourists. Analyzing the reality of how Gastronomic Tourism has been promoted, at an international level we find the contributions of the logistics of the Espacios (2020) which reports that the culinary art has managed to become one of the important factors when choosing a destination for tourism, generating peculiar characteristics in visitors who increasingly identify with the culture and cuisine belonging to the regions that visits, so it could become a limitation for those communities that do not pay attention to these aspects since it is essential to maintain respect for the conservation and care of the habits and customs that are tradition in the place.

Guzmán (2020) conducted research in Mexico using a mixed approach called Sequential Exploratory Design. This approach consisted of two modalities, derivative and comparative, being the derivative modality used in this study to collect qualitative data through 80 interviews and surveys. Subsequently, these qualitative data were analyzed to develop a quantitative instrument and obtain confirmatory or negative results in relation to the study objective. The results of the surveys indicated that local residents were in favour of the creation of a gastronomic route, as it was hoped that this would contribute to the dissemination of information about their culinary reality. In addition, the creation of the route was considered as a strategy for local development, ensuring that it was aligned with the reality of the local population. This strategy was intended to strengthen local identity through its promotion and attract tourists, generating joint development in social, cultural and economic aspects, and thus benefiting local businesses.

An important factor that boosts gastronomic tourism in a place is its dissemination, as pointed out by Ruiz (2020) who evaluated the effectiveness of the use of the media to promote gastronomic establishments in the canton of Quevedo, located in Ecuador. The findings of the study revealed that there is currently a high acceptance and demand by the public for interview reports, videos and other content related to gastronomy; which are disseminated through media

such as radio, television and newspapers. These means allow people to get to know and orient themselves about the gastronomic spaces available, and also give them the opportunity to experience and taste part of the local culture represented in the culinary. In this research, analytical and statistical methods were applied in order to reach conclusions about the effectiveness of the use of the media to promote gastronomic ventures and increase the demand for their products and services. The conclusion reached is focused on the fact that the media have a relevant impact on society and are effective communication tools that fulfill informative, entertainment and educational functions.

Studies at the national level show that gastronomic tourism can face various problems, including its lack of promotion and dissemination, since many regions and gastronomic destinations do not have these strategies to offer their culinary resources, becoming a limitation for tourists to know the variety and quality of a region's products. leading to a lack of interest in visiting these places. Another problem that affects gastronomic tourism is hygiene and food safety, which is reflected in the lack of compliance with sanitary and hygiene standards in establishments that could cause health problems for tourists and detract from the reputation of the region as a gastronomic destination, and impact on local culture. Finally, it is recognized that an overexploitation of natural resources could affect the ecological balance and sustainability of the region (Rojas and Millán 2018). In Trujillo García (2018) examined the favorable circumstances to promote culinary tourism in the region, for this he identified native dishes that are based on different types of meat, such as kid and Shambar, birds such as ají de gallina, pepián de pavita and arroz con pato, fish and seafood such as ceviche, sudado and chicharrón, as well as mixed meats, such as theologian soup. These dishes are offered in well-known restaurants in Trujillo, Huanchaco and Moche, where we find well-known places such as Mochica de Bolívar, el Sombrero, Mar Picante, Paisa, Big Ben, Huanchaco Beach, Cocos Beach, Mochero and Mi Camote. Tourists who visit Trujillo are attracted by its gastronomy and show a particular interest in trying the typical dishes, many of which have foreign influences. The study employed scientific methods, such as the ethnographic and analytical-synthetic approaches, using direct observation techniques such as: graphic recording, recording, interviews and surveys. It was determined that the typical dishes of Trujillo, the recognized and classified restaurants, and the current and potential demand of national and foreign tourists are favorable factors for the development of gastronomic tourism in Trujillo.

Castro (2019) carried out a correlational descriptive study in the district of Monsefú with the purpose of analyzing the effect of municipal management on gastronomic and artisanal tourism. To this end, new public management theory, organization theory, and tourism theory approaches were used as frameworks. The target population of the study consisted of 80,000 tourists who visited Monsefú, and a sample of 62 tourists was selected, as well as 42 small entrepreneurs offering gastronomic services and 55 artisans. To this end, data on municipal management were collected through interviews with officials, using a questionnaire as a guide. In addition, surveys were applied to gastronomy and handicraft suppliers to assess the impact in these areas. The results revealed that municipal management lacks administrative mechanisms and strategies to promote the development of gastronomic and artisanal tourism in a structured manner. Likewise, it was observed that an optimal impact of municipal management has not been achieved in the creation of opportunities for growth and development in these areas, due to the lack of a strategic plan with clear objectives and goals.

Labrín (2020) considers that gastronomy is a very important role for tourism, citing Catacaos – Piura, as the place that meets all the requirements for the tourist to be more than satisfied, so

he suggests care in the first impression of the tourist, which contributes beneficially to revisit the restaurants and picanterías of this place. However, it analyzes that a very latent problem has been faced at the level of adequate infrastructure in terms of comfort, security, planned access system, route, signage, organization and distribution. Therefore, it is necessary to formulate strategies that allow for the development of infrastructure, thus providing a better service for tourist experiences. On the other hand, according to Vegas (2018), Piura has managed to maintain its gastronomic customs, thus preserving its historical process with a very varied gastronomy, making this our culinary richness. However, the government must make an analysis of the contribution of the gastronomic sector towards tourism since this is one of the activities that contribute the most to the economy of the Piura region and is complemented by tourism. Therefore, it is important that governments implement the necessary strategies to promote gastronomy and make it a notorious part of the local tourism of each community, in this way, benefits will be generated for all stakeholders involved in the tourism industry.

Cohen (2005) has developed an outstanding theory on gastronomic tourism, considering it as a variant of cultural tourism, where he emphasizes that food and drink are essential components of the travel experience, as they represent the unique cultural identity of the places and regions visited. To do this, it requires three main concepts: gastronomic tourism, which refers to the consumption of food and beverages as a fundamental part of the tourist experience through the search for and enjoyment of specialties in restaurants and markets, as well as participating in activities such as wine tastings, cooking classes and themed tours. On the other hand, the notion of gastronomic attraction is raised where the food itself becomes a key tourist attraction where the distinctive characteristics of traditional dishes, indigenous ingredients and special culinary techniques, can be fundamental motivations for tourists to choose a particular destination. Finally, the theory highlights the cultural construction of gastronomy, where it stresses that food and drink are cultural products that reflect the traditions, values, and customs of a community. In this sense, gastronomic tourism contributes to promoting and showcasing local gastronomy, encouraging cultural exchange and appreciation of culinary diversity. It also highlights the importance of food and drink as fundamental elements in the tourism experience, providing a theoretical framework that allows us to understand how gastronomy is integrated into cultural tourism, and how food and drink can become tourist attractions in their own right.

In the promotion of gastronomic tourism, it is important to highlight that it is an interdisciplinary field that studies and generates physical-chemical, cultural, and socioeconomic processes through which people grow, process, distribute, and consume high-quality food and beverages that affect their physical, psychological, and emotional well-being (Cerezo, 2020). However, in recent decades it has undergone major changes, awakening a greater interest in integrating the characteristics of the natural and cultural landscape of a destination as a factor of tourist attraction. Gastronomic tourism, as the main tourist activity, is aimed at customers who want to try new cultures and are willing to experience culinary adventures, because this type of tourism is not only visiting the typical gourmet restaurants, but experiencing new flavors, aromas and ways of cooking and participating in events and festivals. Studies have already shown that it is crucial for today's tourists to enjoy authentic traditional foods in their tourist destination. In this way, gastronomic tourism is emerging as a travel option that expands the opportunities for tourists to enjoy food and learn about the products, crops and other cultural aspects of the region. Therefore, we sought to answer the question: how has gastronomic tourism been evidenced in the world, in the last five years?, this is justified by the social relevance that the culinary experience has on the interest in the different tourist contexts to enhance and make visible the culture of the peoples from gastronomy. Its theoretical value is rescued as it allows to put into practice the scopes that reaffirm how gastronomic tourism is a factor that enhances the various types of tourism; Hence, it is important to continue

researching this variable so that the authorities of local, national and international organizations promote its articulation with tourism that can be used in the different regions of interest. That is why the objective of this study was to determine the scientific evidence of the last five years on gastronomic tourism.

## **METHOD**

It is a literature review research, which is understood according to García et al. (2021), as a strategy or documentary operation that allows the findings of several authors to be retrieved and evoked according to the type of research, information, recorded data and ideas. He also explains that the purpose of this approach is to classify scientific evidence into different perspectives, so that they can be evaluated and synthesized in relation to the prevailing topic. Data collection is a fundamental factor in proposing actions for change in relation to a specific issue.

### **Sample**

Hernández et al. (2014) define the sample as a subset or part of the universe or population in which the research will be carried out. In this study, information from 50 documents from indexed journals and repositories from different universities worldwide was taken as a sample, which has allowed the study to be reliable. This collection was limited to a period of the last 5 years related to the topic of gastronomic tourism, classified by research topic, management method, year of publication, origin and advisory institutions, according to the instrument used and according to the focus of the research.

### **Techniques & Instruments**

This research was based on bibliographic consultation, which according to Gómez-Luna (2014) consists of the collection of information from sources such as books, research journals or scientific journals. In the same way, a bibliographic review matrix was used for the collection, organization and processing of data, rescuing the need to carry out an analysis that allows organizing sections and main ideas that support the writing and evaluation of the sources consulted.

### **Procedures**

The variable that was subjected to research was recognized, so the objective and theme of the study has been in relation to how sustainable tourism has been evidenced. Then, information was collected, giving way to the search for information from sources, where the criteria involved in a database and repository query were taken into account, so documents such as articles related to the variable presented were collected. Finally, the data were analyzed with the help of a literature review matrix, the information was organized to specify the elements of the collected research, providing flexibility in the analysis according to the aforementioned criteria: research topic, year of publication, origin, university or advisory institutions.

## **RESULTS**

The results of this research respond to the objective of determining the scientific evidence of the last five years on gastronomic tourism.

**Table 1** Number of articles published according to the year of publication

<b>Year</b>	<b>Quantity</b>	<b>Percentage</b>
2018	11	22.0%
2019	11	22.0%

2020	10	20.0%
2021	8	16.0%
2022-2023	10	20.0%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

Studies on gastronomic tourism have been carried out based on the last 5 years, analysing a total of 50 articles. The year 2018 and 2019 stood out with the highest number of scientific productions (22.0%). On the other hand, between 2020, 2022 and the first months of 2023 it fell non-significantly (20.0%) and it is the year 2021 where there was less production. These data suggest fluctuations in interest and research in food tourism over the past five years. Likewise, the literature consulted by country and city is presented in the following table, where we can specify that the variable under study is investigated at the international, national and local levels.

**Table 2** Number of items by country

Country	Quantity	Percentage
Peru	31	62.0%
Ecuador	9	18.0%
Spain	2	4.0%
Mexico	4	8.0%
Colombia	2	4.0%
Venezuela	2	4.0%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

The table shows the distribution of articles by country, with Peru standing out with the highest amount of scientific production (62.0%), followed by Ecuador (18.0%), and Spain, Colombia and Venezuela with a more limited contribution (4.0%). These results suggest that Peru and Ecuador have a significant presence in the literature and research related to the promotion of gastronomic tourism.

With the information described above, it was also possible to obtain how gastronomic tourism is being promoted, this being a variable that is considered in most of the sources consulted.

**Table 3** Strategies that promote gastronomic tourism.

Strategies	Quantity	Percentage
Social Media	21	42.0
Gastronomic routes	5	10.0

Tourist activities	3	6.0
Alternative Routes	1	2.0
They don't need to	20	40.0
<b>Total</b>	<b>50</b>	<b>100</b>

According to table 3, it can be seen that 60% of the scientific evidence analyzed has been promoting gastronomic tourism, of which 42% use social networks to promote gastronomic tourism, 10.0% carried out gastronomic routes, while 60% carried out tourist activities and finally 2.0% have used the alternative route strategy for this tourism sector.

## DISCUSSION

In the present research, through the analysis of 50 articles, it was possible to appreciate a notorious interest in Peru, for research on gastronomic tourism at the Latin American level, which contradictorily obeys the little promotion of gastronomic tourism observed in the Piura region, a situation that aroused in turn, concern to determine how this is being evidenced worldwide and especially, what are the methods that allow sustainability to be maintained. Gastronomic tourism is an inclusive and well-defined category within cultural tourism, which allows you to immerse yourself in a distinct cultural environment through typical foods, regional recipes, culinary traditions and authentic flavors. In addition, this form of tourism not only focuses on the food itself, but also encompasses aspects such as the history and origin of the dishes, local ingredients and their production, as well as interaction with local chefs and producers

Thus, taking into account the objective set, we can say that gastronomic tourism in the last five years has been promoted in different ways nationally and internationally, showing a trend of growth throughout this period.

The importance of gastronomy as a distinguishing factor in tourism is evidenced by the fact that 53% of tourist excursions are driven by gastronomic motivations, according to the World Food Travel Association (2023). This figure reveals the growing interest of travelers to explore the local culture through their cuisine, which has led to an increase in the offer of gastronomic experiences and culinary tours in tourist destinations around the world.

In the opinion of García (2018), gastronomic tourism is directly related to going to certain places where, in addition to their geographical attractions, gastronomy can be tasted, this being a complement to tourism in general. All this has been reflected in the review of research over the last five years, which shows gastronomic tourism as one of the sectors that has contributed the most economically in those regions where the choice as a tourist destination is accentuated by the gastronomic appeal.

However, the analysis of the Latin American scientific publication on gastronomic tourism shown in table 1, shows a decrease during the years of the Covid-19 pandemic, due to the paralysis of the tourism sector that undoubtedly affected gastronomy and that has only been showing an increase from 2022 onwards, when it is currently still not highly valued.

In the analysis carried out at the country level, Peru stands out with a greater number of publications where the interest in the cuisine of the region is revealed, which allows identifying the attractiveness of it for the choice of a tourist route of typical dishes of the place. However, the deficient communication that exists, which is reaffirmed by the research that specifies that within a survey carried out in the Province of Chachapoyas – Peru, 62.4% of a total of 100 people, affirm that tourism promotion in general is of average quality. Likewise, 50% consider that the promotion of gastronomic tourism, restaurants and lodging services in the province of Chachapoyas is also of regular quality. In general, survey participants perceive that the tourist information provided through various media is fair or deficient, indicating a need to generate strategies that favor tourism, especially gastronomic tourism, through their knowledge or motivation (Arévalo, 2018).

In the studies that have been disseminated on gastronomic tourism at an international level, it was highlighted that digital media are the most used to promote gastronomic tourism, which is reaffirmed by what Salazar et al. (2019) emphasize, who point out that photography is the most important resource to digitally promote gastronomy.

## CONCLUSIONS

In Peru, gastronomic tourism has thrived thanks to the richness and diversity of its authentic cuisine, generating international prestige and economic benefits by promoting unique culinary experiences that boost the economy by creating employment and fostering the emotional development of tourists. No one disputes that Peruvian cuisine, characterized by its fusion of indigenous, European, African and Asian influences, has conquered the palate of travelers from all over the world, achieving international recognition; This has been evidenced in the analysis carried out on the fifty documents selected from high-impact repositories and databases. Therefore, it is reaffirmed that it is the tourist excursions that motivate and promote gastronomic interest, revealing themselves as a factor associated with the different types of tourism that are presented with a view to sustainability. Likewise, it was stated that it is the gastronomic routes that will promote the culinary appeal that responds to the culture of each space visited; considering the media as a tool for dissemination.

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