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Sustainable management of gastronomic tourism in specific destinations: Perspectives and challenges

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CITATION

Esponda Pérez JA, Marroquín Figueroa JM, Álvarez Trujillo AM, et al. (2024). Sustainable management of gastronomic tourism in specific destinations: Perspectives and challenges. *Journal of Infrastructure, Policy and Development*. 8(9): 7508. <https://doi.org/10.24294/jipd.v8i9.7508>

ARTICLE INFO

Received: 27 June 2024

Accepted: 5 August 2024

Available online: 9 September 2024

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Abstract: Gastronomic tourism is a form of travel that has gained relevance today, making it crucial to understand the promotion and management strategies in specific destinations. This systematic review article aims to analyze these strategies, highlighting the importance of cultural authenticity and collaboration between local actors. The methodology used is aligned with a descriptive and correlational approach, using criteria of exhaustiveness and relevance to review ethnographic research and scientific articles. The results reveal the influence of ancestral knowledge on cultural tourism, as well as the challenges of food heritage and food transculturation. In this sense, the need to design promotional strategies that promote traditionality, identity and cultural empowerment in local communities is highlighted. In conclusion, this study provides a comprehensive understanding of gastronomic tourism promotion and management strategies, underscoring the importance of preserving cultural authenticity and promoting local collaboration for the sustainable development of gastronomic tourism.

Keywords: gastronomic tourism; promotion strategies; tourism management; culinary experiences; local development

1. Introduction

Gastronomic tourism has emerged as a prominent trend in the tourism industry, where travelers explore various destinations attracted by the unique culinary richness of each place. This article reviews promotion and management strategies in specific destinations, highlighting the importance of cultural authenticity and collaboration between local actors. The systematic review carried out uses criteria of exhaustiveness and relevance to analyze ethnographic research and scientific articles on the topic.

Gastronomic tourism has emerged as a prominent trend in the tourism industry, where travelers explore various destinations attracted by the unique culinary richness of each place. This type of tourism goes beyond simply tasting local dishes; it also involves visiting primary and secondary food producers, participating in food festivals or enjoying the culinary experience in specific restaurants. In many cases, gastronomy becomes the main reason for traveling for many tourists, highlighting its importance in the promotion and competitiveness of tourist destinations.

Local gastronomy stands as a fundamental element in the promotion of tourism and the competitiveness of tourist destinations. According to Acle-Mena et al. (2020), the development of the tourism offer must consider several aspects, including adequate infrastructure, basic services, attention and entertainment for tourists, and promotion strategies that encourage the return of tourists. Native agri-food products and

gastronomic appeal are crucial in the promotion of destinations, communicating experiences and emotions that influence consumer decisions.

The objective of this article is to analyze the promotion and management strategies of gastronomic tourism in specific destinations, highlighting the importance of cultural authenticity and collaboration between local actors. This study is based on a systematic review of the literature, using criteria of exhaustiveness and relevance to review ethnographic research and scientific articles. The systematic review allows us to identify the most effective strategies and the challenges that tourist destinations face in the promotion and management of gastronomic tourism.

This study provides a comprehensive understanding of gastronomic tourism promotion and management strategies, highlighting the need to preserve cultural authenticity and promote local collaboration for the sustainable development of tourism. In a context where gastronomy has been positioned as a fundamental tool to define the identity of a place, this article highlights how sustainable practices and the integration of local actors can improve the tourist offer and attract a greater number of visitors interested in experiences. authentic gastronomic.

2. Literature review

The literature review focuses on the most relevant research and theories in the field of gastronomic tourism. This section provides a solid theoretical framework, identifying the main authors and studies that have contributed to the development of this field.

2.1. Origin and development of gastronomic tourism

Gastronomic tourism is defined as a type of tourism in which local gastronomy is the main attraction for visitors (Fusté-Forné, 2018). This type of tourism has gained popularity in recent years due to its ability to offer authentic and memorable experiences to tourists. Gastronomy not only attracts visitors, but also contributes to local economic development and the preservation of cultural heritage (Alonso Sobrado and Sanz Marcos, 2020).

2.2. Gastronomic tourism promotion strategies

Various studies have identified effective strategies for promoting gastronomic tourism. According to Calderón Bailón and Hernández Rojas (2017), a key strategy is the creation of gastronomic routes that highlight local products and unique culinary experiences. These routes not only attract tourists, but also encourage collaboration between local producers, restaurants and tourism agencies.

Fusté-Forné (2018) suggests that the promotion of gastronomic tourism should focus on the authenticity and quality of local products. This includes the use of indigenous ingredients and traditional cooking techniques that highlight the culinary identity of the destination.

2.3. Impact of social networks

Social networks play a crucial role in promoting gastronomic tourism. According to Akar et al. (2024), the quality of the gastronomic information presented on social

networks can significantly influence the formation of the image of the gastronomic destination. The reliability, understandability and relevance of the information are factors that positively impact the perception of tourists.

2.4. Sustainability in gastronomic tourism

Sustainability is an essential aspect in the management of gastronomic tourism. Morales Loya and Fusté-Forné (2021) highlight the importance of sustainable practices in the promotion and management of gastronomic destinations. These practices include the use of local ingredients, environmentally friendly cooking techniques, and the promotion of gastronomy as an integral part of the destination's cultural heritage.

2.5. Collaboration between local actors

Collaboration between different local actors is essential for the success of gastronomic tourism. According to Zúñiga Bravo (2020), the integration of traditional chefs, local producers and tourism authorities in the process of promoting and managing gastronomic tourism can ensure the authenticity and sustainability of the experiences offered to tourists.

In the literature review section, we have identified several relevant authors who have significantly contributed to the study of gastronomic tourism. **Table 1** provides a summary of these authors, their main contributions, and the year of publication of their works. This table facilitates the understanding of the theoretical context and provides a clearer view of the academic contributions in this field.

Table 1. Relevant authors in the study of gastronomic tourism.

Author	Main contribution	Year
Futé-Forné	Marketing strategies in gastronomic tourism	2018
Alonso Sobrado and Sanz Marcos	Online communication of gastronomic tourism products	2020
Calderón Bailón and Hernández Rojas	Creation of gastronomic routes	2017
Akar et al.	Impact of the quality of information on social networks	2024
Morales Loya and Futé-Forné	Sustainability in gastronomic tourism	2021
Zúñiga Bravo	Collaboration between local actors	2020

3. Theoretical framework

Local gastronomy stands as a fundamental element in the promotion of tourism and the competitiveness of tourist destinations. In a recent study conducted by Acle-Mena et al. (2020), the importance of considering various aspects for the development of the tourism offer is highlighted. These include: a) Adequate infrastructure and basic services for the functioning of the city; b) Care and entertainment, which cover services intended to inform and guide tourists during their trip or stay, as well as a variety of activities to increase their satisfaction; and c) Promotion, which involves strategies to encourage tourists to return to the city with the purpose of enjoying the typical dishes offered.

Native agri-food products and gastronomic appeal are crucial elements in the

promotion of tourist destinations, since they communicate experiences and emotions that influence consumer decisions. Tourism promotion goes beyond the mere transmission of information; It involves the configuration of unique values, symbols and identities for each destination. In this context, gastronomy has been positioned as a fundamental tool due to its symbolic value, capable of defining the identity of a place. The image of a destination is built largely through the emotions and sensations it awakens in tourists, and gastronomy plays a prominent role by linking it with contemporary values such as authenticity, health, tradition and roots in the land. (Alonso Sobrado and Sanz Marcos, 2020).

La Boqueria, a Spanish market recognized by tourism internationally, in which fruit vendors offer juices and chopped fruit for immediate consumption, and at the sausage and cheese stalls it is very common to see the arrangement of slices of ham or cheese in paper cones to taste while tourists stroll through the market halls. Contreras and Medina (2023) point out how food heritage is touristified through its promotion and commercialization as souvenirs; In this sense, in La Boqueria it is very common to see the sale of oils, salts, condiments and other products that precisely fulfill the function of souvenirs.

For Cáceres-Charro (2023), sustainable gastronomic tourism highlights the importance of promoting responsible practices in the promotion and management of gastronomic destinations, in order to reduce their environmental and cultural impact. This involves promoting the use of local ingredients and the adoption of environmentally friendly cooking techniques. This highlights the need to incorporate sustainable practices in the promotion and valorization of gastronomic and tourist destinations.

Morales Loya and Fusté-Forné (2021) relate tourism to the wine sector, focusing on responsible production and consumption to ensure the preservation of heritage and promote strategies aimed at the development of sustainable gastronomic tourism. It is essential that food is used in a healthy way, grown and produced with environmental responsibility, and is promoted within traditional gastronomy through sustainable activities that contribute to maintaining the identity of the gastronomic heritage.

To achieve this, the sustainable use of local resources is essential, as well as responsibility in the production process. In addition, actions to develop and promote gastronomic tourism that contribute to the preservation of culinary heritage must be promoted, involving all relevant actors in the sector.

The importance of promoting gastronomic tourism in rural areas is highlighted, a growing trend where numerous destinations focus on promoting gastronomy as a strategy to diversify tourism and stimulate economic development at the local, regional and national level, as well as to preserve traditional heritage and increase competitiveness.

Morón-Corujeira and Fusté-Forné (2022) highlight the importance of promoting gastronomic tourism in rural areas, a growing trend where numerous destinations focus on promoting gastronomy as a strategy to diversify tourism and stimulate economic development at the national level, local, regional and national, as well as to preserve traditional heritage and increase competitiveness.

The promotion of local and regional foods emerges as an effective tool to support and strengthen both the tourism and agricultural sectors of local economies. This is

achieved by preserving the culinary heritage and authenticity of the destination, expanding and improving the local and regional tourism resource base, and stimulating agricultural production.

Gastronomic Tourism requires the commitment of different cultural managers and the appreciation of bearers of culinary tradition in the country; but also needs the promotion that tourism can offer as an economic activity through institutional agency, distancing itself, however, from planned tourism (Muñoz Vergara, 2020).

According to Fusté-Forné (2018), in marketing strategies related to gastronomic tourism, destinations must consider several key aspects. These include the promotion of greater use of local foods instead of imported ones, the incorporation of cuisine and gastronomy as fundamental elements in the brand image of the destination, and the organization of the offer around routes or specialized establishments that serve as centers for the promotion of diverse culinary identities. These actions contribute significantly to the competitiveness of destinations and their sustainable development.

The Conservatory of Mexican Gastronomic Culture is an entity that has played a fundamental role in the legitimization of certain actors recognized as guardians of culinary tradition, such as traditional cooks. In addition to implementing strategies for the safeguarding and promotion of tourism, the Conservatory has contributed to the integration of the country's traditional cuisines in the field of gastronomic and cultural tourism. This integration, through its patrimonialism, has given new meanings and uses, and has facilitated its management through a variety of services, products and public policies (Zúñiga Bravo, 2020).

The objective of this article is to analyze in detail the strategies for the promotion and management of gastronomic tourism in specific destinations. To achieve this objective, the systematic review method will be applied, which will consist of the compilation and analysis of studies and success cases related to the promotion and management of gastronomic tourism in specific destinations, in order to identify the most effective strategies.

4. Method

To carry out the systematic review, the PRISMA Method (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). This method provides a detailed framework for conducting systematic reviews, ensuring transparency and completeness in the collection and presentation of information. The PRISMA Method guidelines were followed for the identification, selection and synthesis of relevant studies, guaranteeing rigor and objectivity in the systematic review process.

4.1. Inclusion criteria

- 1) **Thematic Relevance:** Studies that specifically address the promotion and management strategies of gastronomic tourism in specific destinations were included.
- 2) **Type of Publication:** Articles from peer-reviewed scientific journals, ethnographic studies and academic documents presenting original research were considered.
- 3) **Publication Period:** Only studies published in the last seven years (2016–2023)

- were included to guarantee the timeliness and relevance of the information.
- 4) Language: Studies published in English and Spanish were included, since these are the working languages of the research team.
 - 5) Full Accessibility: Only studies with full access to the text were included, either through academic databases or through institutional subscriptions.

4.2. Exclusion criteria

- 1) Lack of focus on gastronomic tourism: Studies that do not specifically focus on gastronomic tourism or that mention it only tangentially were excluded.
- 2) Non-peer-reviewed publications: Unpublished theses, non-peer-reviewed conference papers, government reports, and opinion articles without an empirical basis were excluded.
- 3) Publication date: Studies published before 2018 were excluded to ensure the relevance and timeliness of the data analyzed.
- 4) Language: Studies published in languages other than English and Spanish were excluded.
- 5) Restricted access: Studies where the full text could not be accessed were excluded, preventing an exhaustive evaluation of its content.

In our systematic review, we have organized the information from the reviewed articles using a table that summarizes the bibliographic references, the year of publication, the country of origin, keywords, a brief summary, the study approach, and the thematic field. This table (**Table 2**) provides a structured and clear view of the studies included in our review, facilitating the understanding of each work’s individual contributions to the topic of gastronomic tourism.

Table 2. Items to organize information.

No.	Bibliographic reference	Year	Country	Keywords	Summary	Approach	Thematic field
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The research questions that guided the systematic review were the following:

What are the most effective gastronomic tourism promotion strategies in specific destinations?

How are gastronomic experiences managed in specific tourist destinations?

What is the impact of gastronomic tourism promotion and management strategies on visitor attraction?

What role do social networks play in promoting gastronomic tourism in specific destinations?

What are the emerging trends in the promotion and management of gastronomic tourism at the local level?

Keyword search and inclusion strategies:

Extensive searches were conducted in academic databases using specific keywords such as “gastronomic tourism”, “promotion strategies”, “tourism management”, “specific destinations”, among others (**Table 3**). Studies published in the last five years were included to ensure the relevance and timeliness of the information collected.

Table 3. Distribution of publications according to the databases.

Database	Number	Percentage
Google Scholar	11	20.38%
Latindex	20	37.03%
Scopus	16	29.63%
Web of science	3	5.56%
Sky	4	7.40%
Total	54	100%

5. Results

In our systematic review, several key themes were identified in the promotion and management of gastronomic tourism in specific destinations. To provide a structured and comprehensive view of the reviewed studies, we have combined the separate tables into one large table. This table summarizes the main themes, sub-themes, authors, and a brief description of their contributions. **Table 4** includes all the authors mentioned in the results chapter.

Table 4. Summary of reviewed studies.

Theme	Sub-themes	Author (Year)	Brief description
Promotion Strategies	Gastronomic Routes	Calderón Bailón and Hernández Rojas (2017)	Creation of routes to explore local gastronomy.
	Gastronomic Events	Patiño Romaris (2016)	Organization of food fairs and festivals as a promotion strategy.
		Brito and Botelho (2018)	Proposals in Minas Gerais to strengthen the gastronomic destination brand.
Cultural Authenticity	Use of Local Ingredients	Futé-Forné (2018)	Promotion of local products and traditional cooking techniques.
		Mora Pisco et al. (2019)	Marketing strategies to promote gastronomic tourism in Manta.
Social Networks	Quality of Information	Akar et al. (2024)	Impact of information quality on social networks in the perception of the gastronomic destination.
		Fandos and Puyuelo (2013)	Promotion of food products through social networks.
Sustainability	Sustainable Practices	Morales Loya and Futé-Forné (2021)	Integration of ecological practices in promoting cultural authenticity.
		Petrucci et al. (2022)	Relationship between gastronomic tourism and agrobiodiversity in Humahuaca.
Local Collaboration	Local Actors	Zúñiga Bravo (2020)	Importance of integrating traditional chefs and local producers in tourism promotion.
		Contreras and Medina (2021)	Use of designations of origin and regional products to attract tourists.
		Arévalo Pacheco (2023)	Analysis of public tourism policies in Mexico and Brazil.
Traditional Media	Traditional Promotion	Oliveira (2007)	Promotion through traditional media and physical events.
		Altamirano and Tüñez López (2016)	Tourism communication strategies through social networks in Ibero-America.
New Trends	Innovation and Adaptation	Mora Pisco et al. (2019)	Marketing and promotion strategies for gastronomy in the Canton of Manta.

This section presents the main findings of the systematic review on the promotion

and management strategies of gastronomic tourism in specific destinations. The results have been organized into subthemes to provide a clear and structured view of the different strategies identified.

5.1. Strategies for the promotion and management of gastronomic tourism in specific destinations

The following table summarizes the main gastronomic tourism promotion strategies identified in the reviewed studies. These strategies highlight the importance of cultural authenticity, the creation of gastronomic routes and the use of social networks as key tools to attract tourists interested in unique culinary experiences.

Gastronomy, as a tourist activity, can be a fundamental attraction for visitors and tourists, who can enjoy various modalities or scenarios during their experience. Morán et al. (2023) propose the following options:

a) Learn about the origin and production process of food through agrotourism; b) Witness the transformation of natural foods into processed products; c) Taste dishes and culinary drinks native to the region; d) Participate in gastronomic events; e) Enjoy the experience of dining in exclusive restaurants behind closed doors.

In their research, Calderón Bailón and Hernández Rojas (2017) highlight the importance of implementing various alternatives, strategies and mechanisms that guide the gastronomic resource towards the creation and consolidation of a product capable of promoting tourism. The central core of gastronomic tourism lies in the attraction that the local cuisine of a destination exerts on potential visitors. Therefore, just as the promotion of geographical, cultural, sports, among others, aspects are used to attract a specific segment of tourists, distinctive gastronomic characteristics should constitute a primary focus to raise expectations in the tourism sector.

Mineira Gastronomy House program has been implemented, which includes the promotion of events directly linked to this field and the creation of institutions that represent civil society. In addition to these public initiatives, various actors in the gastronomic sector have proposed other activities, such as the creation of Mineiro Tourist Circuits and the development of the Minas Creativa Project, which has initiated the activities of the Superintendency of Gastronomy of Minas Gerais. Likewise, the state has participated in several international gastronomic events. Under the term “gastrotourism”, these activities play a crucial role in strengthening and promoting both the cultural aspects of society and the services related to gastronomy, which range from food production to the preparation of dishes for the final consumer (Brito and Botelho, 2018).

There is an interesting initiative to promote the culture of olive oil in rural areas, which involves developing activities focused on its use in cooking courses and tastings. In addition, it is suggested to guarantee the success of oil routes and other activities through adequate dissemination, mainly through the Internet and various media. Any food product that wants to reach the tables of consumers or restaurants can benefit from promotion on social networks such as Facebook, Twitter, LinkedIn, among others, whose impact is notable. It is also important to achieve good positioning in search engines such as Google, so that consumers looking for information about gastronomic tourism activities, such as routes, tastings, courses or promotional videos

that show dishes made with olive oil, easily find the desired information (Fandos and Puyuelo, 2013).

On the Galician coast, companies consider gastronomy as a distinctive factor in their promotion and marketing strategies, in order to improve the experience of potential visitors. This is achieved through gastronomic promotion at events such as festivals, fairs and wine routes, which take place throughout the year. These events highlight the typical products of each region, which have a high potential to increase brand value in the promotion of various food products (Patiño Romaris, 2016).

In the Quebrada de Humahuaca, Argentina, agri-food tourism plays an important role, highlighting the relevance of local crops and traditional knowledge. However, many widely distributed Andean crops are marginalized in family-scale production or are imported from other regions. Despite this, the local gastronomic offer is highly appreciated by residents and promoted by community leaders and tourism actors as an identity heritage. In line with this, there is a growing appreciation of traditional Andean cuisine as a way to attract tourists. This assessment has been driven by new ventures in various areas, such as gastronomy and production, among others (Petrucci et al., 2022).

Mora Pisco et al. (2019) propose the following marketing mix strategies to promote gastronomic tourism in Cantón Manta: 1) Strengthening sun and beach tourism; 2) Promote gastronomic tourism; 3) Provide support in events with great media impact; 4) Participation in forums and professional conferences, all focused on the diversity of typical seafood-based dishes, with the aim of specifically promoting Manta foods as a distinct destination.

In his article on Portuguese gastronomy, Oliveira (2007) examines the intersection between tourism and gastronomy, highlighting several key factors: prices, promotions, offer and location of establishments. It also analyzes how some restaurants promote the purchase of regional products, which encourages reflection on the need to establish sustainable marketing policies. The objective is to promote purchasing practices among visitors and value local gastronomic culture to guarantee the quality and continuity of traditional gastronomy. Oliveira points out that, currently, promotion does not need to be too aggressive, since tourists obtain information through guides, magazines, the Internet and word of mouth, the latter being especially relevant.

In the promotion and management of gastronomic tourism, public policies play a crucial role. According to the study by Arévalo Pacheco (2023), the Tourism Product Development Program has been implemented in Mexico, a strategy aimed at diversifying tourism products and experiences in the country. This program has specifically promoted the development of gastronomic tourism, among other segments.

On the other hand, in Brazil various public policy strategies have been adopted to promote tourism at the national level. These strategies focus on several aspects, such as the development of tourist destinations, the improvement of infrastructure, the promotion of tourism internationally, environmental and cultural sustainability, and the training of professionals in the sector. These measures reflect the commitment of the Brazilian government to the growth and diversification of tourism in the country.

Ibero-American governments have adopted 2.0 tourism communication

strategies, establishing a presence on various popular social networks. Facebook is the most widely used platform, selected by 86.3% of countries to disseminate tourist information. Twitter occupies second place, with 77.2% of the countries present on this network, followed by Google with 22.7%. Other platforms are also used, such as YouTube, preferred by 68.18% of government agencies for the dissemination of videos. Regarding photo sharing, Instagram is the preferred network for 54.5% of Ibero-American organizations, followed by Pinterest with 49.9%, and Flickr with 27.2% (Altamirano and Túnnez López, 2016).

In Mexico, state governments, through their tourism and culture secretariats, have the responsibility of promoting products with Designation of Origin, through the creation of tourist routes or the organization of gastronomic festivals. For example, in Oaxaca, mezcal is promoted through a consolidated product called “Caminos del Mezcal,” which also highlights other regional foods from the various municipalities included in the project. This way of conceiving gastronomic routes, focused on a specific product, has significant impacts on the value chain, since it seeks the integration of various sectors such as agriculture, restaurants, entertainment, among others. By integrating into a single product, these sectors tend to offer a more precise and cohesive experience for visitors (Contreras and Medina, 2021).

5.2. Identification of trends, approaches and outstanding practices in the promotion of gastronomic tourism

This section presents the emerging trends, innovative approaches and outstanding practices in the promotion of gastronomic tourism identified in the reviewed literature. These trends and approaches reflect current and future strategies that are shaping the field of gastronomic tourism, highlighting the importance of sustainability, authenticity and the integration of digital technologies.

When referring to practices, we are talking about the habits and customs that characterize the local population by prioritizing adequate attention to tourists, which, evidently, generates more job opportunities in the town. In Tacna, Peru, there is a significant influence of cultural knowledge, attitudes and local practices on the quality of hotel service. According to recent research (Pérez-Mamani et al., 2024), strengthening local tourism culture is presented as a key strategy to identify, implement and consolidate the development of international businesses that contribute to regional economic growth.

According to the Tacna Immigration Directorate, more than 1.8 million Chileans entered the country through the Santa Rosa border control in 2023. Among the main reasons for their visit are medical services, gastronomy and shopping. According to the Tacna Chamber of Commerce, between 5000 and 8000 Chilean tourists arrive weekly, spending an average of \$80 per person per day.

The current trend in gastronomic tourism focuses on educating and inspiring food and wine enthusiasts, giving the traveler the opportunity to explore local culture and learn about food trends, culinary techniques and the gastronomic history of the place. This approach has been gaining momentum, with growing interest in local and regional cooking shows, food documentaries, and online culinary journeys. As a result, more and more consumers are choosing to travel to different destinations in search of

new food and wine experiences (Huertas López et al., 2020).

Tourists demand quality and a high level of professionalism and service in all aspects that make up the value chain of gastronomic tourism, from promotion and marketing to supply management.

In Mexico, food is one of the activities that most attracts tourists, as it arouses their interest and allows them to capture the essence of the place. Travelers are attracted to traditional food, which has become a potential tourist attraction demonstrated by other countries. This has led to the creation of gastronomic routes that allow visitors to discover and taste the typical dishes, sweets and drinks of the destination (Navarrete Torres, 2018).

In Manzanillo, tourism has emerged as an engine for economic development at the local and national level. In recent years, there has been a notable shift in tourism trends, with national and international visitors seeking to immerse themselves in the authenticity of each destination and enjoy their rich local culture. Given its location on the Pacific coast, street food has gained popularity among tourists, offering a wide range of dining options ranging from early breakfast to late dinners. Most of these options focus on traditional Mexican food and have experienced notable growth due to increasing consumer demand for quality food and exceptional service. Furthermore, the gastronomic offer is varied and can satisfy people of all ages, genders, tastes and income levels (Chaisatit et al., 2020). In India, local street vendors could capitalize on these trends towards local street food delights to evoke emotions in tourists, drawing them in, fostering a deeper connection and increasing repeat visits, which in turn improves the overall image of the destination. Additionally, local authorities have the opportunity to promote local street foods, found throughout the country, as a representation of the nation's rich culinary heritage (Gupta et al., 2020).

Colimota coastal cuisine provides food, techniques and flavors from the region, and thus, articulates artisanal fishing and cooking to promote food sovereignty as the basis of environmental, social and economic sustainability, giving priority to the local economy, in this way a sustainable diet for the traveler. In this way, tourists during their trip to Manzanillo enjoy a different traditional—regional cuisine (Palacios Fonseca et al., 2022).

In Ecuador, the trends today are typical gastronomy, with its hidden places, it is rich in it. Ecuadorean gastronomy served in these traditional places, known as “huecas”, which in many cases are unknown to tourists, either due to their humble or ancient appearance. With a marked tendency towards revaluing the gastronomic legacy of the past, but without leaving aside innovation and its own contribution. The hollows of the city of Ambato are considered preservers of the local gastronomic heritage.

Therefore, this study carried out by Poveda Morales and Jijón Remache (2018) demonstrates that new tourism trends lean with the same enthusiasm with which natural or cultural attractions were previously sought, towards the search for traditional food in public restaurants and hollow, where you can eat traditional and native food.

In Mato Grosso do Sul, river navigation and rivers have played a crucial role in its history, culture, tourism, environment and economy over the centuries. For riverside communities, rivers are spaces of celebration and festivity, as evidenced in

the Paraguay River Festival, held annually in Corumbá (MS). This festival, in addition to being a popular tourist attraction, attracts numerous visitors who come to the region to enjoy boating, fishing and observing the rich local biodiversity.

River navigation is a cultural practice that has existed in various parts of the world for millennia. Gastronomic and cultural tourism are closely linked, as they offer visitors the opportunity to explore typical cuisine and local cultural aspects, which are the main attractions of the region. By providing unique experiences, regional gastronomic practices have the potential to drive tourism development significantly (Arguelho et al., 2023)

The contemporary tourist seeks tourist experiences that go beyond the superficial, seeking to establish personal and human connections with destinations, their heritage and their local communities. In this context, the authenticity and identity of a place become the main attractions for modern travelers. In gastronomic tourism, it is not enough to offer delicious dishes made with quality ingredients; It is crucial to maintain a constant dialogue between tourism managers and final visitors. Local foods must transcend their basic function to become means of communication and promotion of the culture, lifestyle and identity of the region (Di Clemente et al., 2014).

It analyzes gastronomic tourism through the nutritional content of traditional dishes, despite the impact on the diner's health. It studies the nutrient content, as well as the nutrient density of the traditional-regional dishes of La Boquita beach, taking the Regional Food Heritage as a starting point.

Currently, there are trends that indicate that tourists prefer lesser-known destinations, where they can experience cultural interaction and enjoy natural environments. Community Tourism (CT) is based on the natural and cultural resources available in the community, as well as the ability to offer tourist activities based on these resources (Sarabia Molina et al., 2022). In the field of gastronomic tourism, an emerging practice is community tourism, which is presented as a strategy to promote sustainability while linking with local identity, nature and culture. This approach involves training and motivating residents through the celebration of popular festivals, the preservation of traditional gastronomy and the promotion of cultural roots (Esponda Pérez et al., 2024).

The relationship between ancestral culinary knowledge and gastronomic tourism reveals the main motivations behind gastronomic experiences and facilitates the promotion of traditional culinary practices. Gastronomic tourism empowers all participants in the food value chain, especially local communities and professionals who act as ambassadors for their territories. This strengthens local identity, the sense of belonging and the preservation of the authenticity of each place (Inga-Aguagallo et al., 2021).

Understanding the food heritage of a region encourages autonomy in the consumption of traditional foods. However, the adoption of new gastronomic trends can not only diminish the practice of ancestral knowledge, but also dilute the identity of local foods and preparations.

An emerging trend in the tourism industry is green tourism, also known as natural, unique or paradise tourism. This approach focuses on a gastronomic experience linked to well-being, motivated by hedonism, comfort and luxury. This type of tourism encompasses a variety of tourism products that share the characteristic

of developing in non-urban environments and where ecology is usually a present element, although its weight may vary depending on the specific product (Hellín Ortuño, 2007).

Agroecological tourism is booming due to growing demand from travelers seeking authentic and sustainable experiences. Local gastronomy plays a fundamental role in promoting agroecological products and preserving regional culture. This trend responds to the growing awareness of the importance of sustainability and respect for the environment. Through local gastronomy, visitors can connect emotionally and sensorially with the cultural identity of the community, thus satisfying the current need for meaningful and authentic tourism experiences (Briceño Nuñez, 2024).

In their research, Guacho Tipán and Chuquimarca Guacho, (2024) demonstrate the interaction between tourism and the revitalization of rural areas, with a focus on the El Arbolito Ecotourism Farm in the San Miguel de Llandia community, Pastaza, Ecuador. Highlighting agricultural practices in the cultivation of Chinese potatoes, cassava and sugar cane as the most relevant, as well as the participation of tourists in activities related to local production. Thomé Ortiz et al. (2023) point out that tourists who frequent recreational spaces in rural environments tend to be people with a social, educational and professional profile who show a high interest in the countryside as a tourist leisure destination. These visitors have a greater awareness of the importance of preserving natural and cultural resources through their consumption decisions. However, it is important to note that the expenditure made by these tourists on rural tourism tends to be relatively low and has a limited impact on local communities.

Rodríguez-Ayala and Mendoza-Vega (2024) show that digital marketing emerges as a strategic tool to reach a broader audience and effectively promote new products and services through various communication channels. They suggest the implementation of the blue ocean strategy, which takes an innovative approach to create uncompetitive markets and offer growth opportunities. In their study, the most attractive aspects for tourists who visit the towns and areas of Michoacán are considered, especially their traditions and gastronomy. They propose specific objectives to develop strategic proposals that promote cultural tourism in the region, and examine the results obtained from surveys applied to visitors.

In Santander, an approach focused on market intelligence, innovation and efficiency is proposed for the design of a promotion strategy that addresses marketing needs through tourism marketing, making use of Information and Communication Technologies (TIC). In addition, the development of an innovative and state-of-the-art tourist portal is proposed. Projects such as Apps.co from the Ministry of Information and Communications Technologies (MINTIC) are relevant in this context (Corzo Arevalo, 2019).

5.3. Relevant findings related to the management and promotion of gastronomic tourism in specific destinations

This section presents the most relevant findings on the management and promotion of gastronomic tourism in specific destinations. These findings are based on case studies and detailed analyzes of various strategies implemented in different locations, providing a comprehensive view of successful practices and common

challenges in this field.

González Santa Cruz et al. (2020) offers a definition of gastronomic tourism from two approaches: one focuses on the gastronomic tourist, exploring their behavior, motivation, satisfaction and/or loyalty; while the other focuses on the destination itself, examining four specific areas: destination attributes, gastronomic products, promotional marketing strategies and the segmentation of tourists according to their interest in local gastronomy. Furthermore, it relates the gastronomic experience in the city of Oruro, Bolivia, with other complementary activities that increase the perceived value of the tourist experience, such as wine tourism or oil tourism.

Gastronomy has acquired a fundamental role in tourism, ceasing to be a secondary issue and becoming a key element that contributes to the attractiveness of a tourist destination. To better understand the motivations behind tourists' choice of destinations, five dimensions related to food are identified: emotion, cultural experience, sensory appeal, health and interpersonal relationship.

Gastronomy has become one of the main motivations for travelers when choosing a destination today. As travelers plan their food tours, the information they find on social media can influence their perceptions and decisions. In this context, it is crucial to understand how the quality of gastronomic information in social networks (GIP-Q) affects the formation of the gastronomic destination image (GDI).

Gastronomy is becoming one of the key factors of attraction both to define the competitiveness of tourist destinations and to promote them. The article written by López-Guzmán and Sánchez Cañizares (2012) in Córdoba Spain on culinary tourism, reflects that tourists visit culinary establishments either for lunch or dinner (46.7%), for lunch (40%) or for dinner (13.3%).

With this, the importance that restaurateurs give to the use of new technologies as a means of promoting their restaurants and to the significant number of travelers who visit restaurants at certain times of the year. The results obtained clearly show how gastronomy is defined by the majority of tourists as a main or secondary motivation for visiting the city. Likewise, the type of traveler who appreciates the gastronomy of this place has a high cultural level and usually spends more nights than the average, which implies a tourist profile that is highly in demand by different destinations.

In their study, Akar et al. (2024) investigated the role of the quality of presentation of gastronomic information on social networks in the formation of GDI, using the stimulus-organism-response theory in three cities in Turkey. The results highlight that dimensions such as reliability, understandability, integrity, timeliness, credibility, interpretability and relevance have a positive impact on the GIP-Q in social networks. Furthermore, it was found that the GIP-Q on social networks positively influences both the cognitive and affective formation of the GDI.

This study provides valuable information for gastronomic industry professionals on how to improve travelers' perception of the gastronomic destination, highlighting the importance of maintaining high quality standards in gastronomic information shared on social networks.

In Bogotá, the IPES is in charge of the administration of the city's market squares, with a representative in each of them who performs administrative functions. In addition, this entity develops government plans to enhance the role of plazas in the

dissemination of gastronomic culture. Although the four mentioned squares are recognized for their gastronomic cultural wealth, some traditions have been affected by the demographic growth of the city, which has resulted in a greater influence of cuisines from other regions of the country in these typical spaces of Colombian culture (Rubio Huerta et al., 2022).

The development of tourism in Brazil faces various challenges that affect all segments, such as corruption, lack of basic infrastructure, violence and environmental, cultural, economic, social, marketing and image concerns.

In March 2022, the first national public policy aimed at the development of gastronomic tourism was launched, known as “Taste for Brazil—National Gastronomic Tourism Program”. This initiative aims to structure and promote gastronomic tourism to increase competitive advantages and position Brazil as a prominent international gastronomic destination. Actions have been implemented that include professional training and research to better understand this segment, such as the publication of the Gastronomic Tourism Trends Study (Gimenes-Minasse, 2023).

In the article by Camacho Gómez and Mejía Rocha (2018), findings are presented that highlight the role of chocolate in world gastronomy, with Latin America being its main historical and cultural epicenter. Although in Europe its importance is more commercial, countries such as Belgium, France, Italy and Spain have contributed significantly to its evolution and variety today. These observations suggest that gastronomic trends, to a large extent, focus on historical-cultural aspects related to tourism, manifested through festivals, museums, cultural routes and cities designated as “chocolate capitals”.

It is essential to highlight that tourism, especially among the so-called millennial generation, has evolved towards an experience more focused on the pleasure of traveling and the search for connections through stories and images shared on social networks. Before embarking on a trip, millennial tourists seek visual experiences of the destinations they want to visit, often through images shared by influencers or references on social networks. These visual representations allow them to build mental expectations about their trip and, once at the destination, they reaffirm their personal experience through their own narratives and experiences (Centenero de Arce and Faria Paulino, 2022).

Recently, Zulkefli et al. (2024) conducted a study with millennial travelers in the coastal region. Their findings revealed that the gastronomic factor plays a crucial role in the choice of tourist destination, and that culinary experiences significantly influence the levels of satisfaction and loyalty of tourists. Media, including travel guides, brochures, maps and apps like TikTok, as well as radio and television programs, played a role in encouraging domestic travelers to try regional cuisine.

In addition, it was observed that social networks had a notable influence on the youngest participants. All of them acknowledged using social media platforms to inform themselves and make decisions about their gastronomic options. This finding highlights the significant impact of social media on younger travelers during interviews.

A study carried out in Manabí by Sánchez-Cherres and Zaldumbide-Peralv (2024) reveals significant patterns and trends on the demographic characteristics, preferences and behaviors of tourists in the region. According to the results, 30% of

tourists consider that photographs and videos of tourist destinations are the most effective digital content to promote tourism in the province. In addition, 11% mention offers and discounts as influence, while 7.3% highlight interactive tourist guides and traveler testimonials. These findings highlight the importance of focusing digital marketing strategies on the Internet and technology, which represents a relevant challenge in the field of tourism marketing.

Zrnić (2024) suggests that destination marketers should not only promote local cuisine but also create immersive dining experiences that can significantly improve tourists' experience, the overall perception of the destination. These strategies can focus on the development of sustainable gastronomic tourism that preserves local traditions and at the same time encourages economic growth.

In the Basque Country, an innovative gastronomic experience based on sensory evaluation has been introduced, which adapts to various marketing strategies to attract different types of tourists, from the most general to those passionate about gastronomy. Destination managers can use data analytics to better identify and understand their target audiences, while offering practical approaches to align food offerings with climate changes and promote sustainable practices (Recuero-Virto and Valilla Arróspide, 2024).

In the study by Kar et al. (2024) reveals that the perception of Odisha as a food destination is strongly influenced by factors such as attitude, impact of social media, local culinary experiences, food culture and advertising. These determinants, examined in depth, have proven to be crucial to strengthening the gastronomic image of the destination. This finding suggests that improving promotion of Odisha's culinary offerings could attract more visitors, which in turn could increase the state's tourism revenue.

Additionally, the study addresses practical implications for gastronomic tourism and destination image. Recognizing the value of regional delicacies and their potential market would be beneficial for the hotel and tourism sector. It is crucial to adapt in the field of marketing, as travelers are increasingly selective and demanding in their search for unique experiences provided by tourist destinations.

The study carried out by Antunes Moura et al. (2024) examines entrepreneurship in Portugal as an essential process to promote competitiveness and innovation in tourist regions. In this context, territories are being transformed and adapted to attract the interest of companies, entrepreneurs and investors in search of profitable opportunities. This dynamic has generated a debate about the role of entrepreneurship in tourism development, recognizing tourism entrepreneurs as key actors in the attraction, authenticity and competitiveness of destinations.

From a tourism destination management perspective, it is essential to consider Strategic Planning as a fundamental tool to achieve the established objectives and goals. This planning seeks to promote sustainable social and economic development in the region, while prioritizing the conservation and protection of the environment. A well-designed Strategic Plan can take advantage of the potential of Gastronomic Tourism to diversify the tourist offer and create new products. In addition, it helps recognize the unique value of local agricultural production, promoting the preservation and dissemination of cultural heritage. This, in turn, contributes to the well-being of the host community and lays the foundation for the development of future operational

plans and programs, in collaboration with the different actors involved in the management of tourism in the destination (Herrera Aguilar and Castro Solís, 2021).

The research by Recuero-Virto and Valilla Arróspide (2024) contributes to the business field by identifying key areas to improve experiences and guarantee safety in gastronomic tourism and hospitality. The importance of focusing on sensory experiences and culinary identity in gastronomic tourism is highlighted, since they influence the perceptions and experiences of tourists. In addition, the need to implement risk mitigation strategies is highlighted, especially in periods of uncertainty.

Effective communication and adequate implementation of safety measures emerge as critical aspects that influence tourists' behavioral intentions and trust in destinations. Given that cultural motivators, experience, learning and connection do not have a significant impact on attitudes towards gastronomic tourism, it is important to reconsider the emphasis given to these factors in management approaches. Despite its historical relevance, understanding its current impact on attitude formation is essential to improve marketing strategies and experience design.

6. Discussion

In our systematic review, we identified several key themes in the promotion and management of gastronomic tourism in specific destinations. Futé-Forné (2018) and Morales Loya and Futé-Forné (2021) argue that cultural authenticity, through the use of local ingredients and traditional cooking techniques, is crucial for attracting tourists. Some authors, such as Mora Pisco et al. (2019), contend that while authenticity is important, innovation and adaptation of culinary traditions are also essential to remain competitive in the tourism market.

Akar et al. (2024) and Fandos and Puyuelo (2013) emphasize the importance of the quality of information on social networks in influencing the perception of gastronomic destinations. Other studies, such as Brito and Botelho (2018), note that although social networks are useful, promotion through traditional media and physical events should not be underestimated.

The opinion that cultural authenticity is essential was clearly expressed by Futé-Forné (2018), who emphasizes the need to use local ingredients and traditional cooking techniques to attract tourists interested in genuine experiences. Akar et al. (2024) clearly presented the importance of the quality of information on social networks, highlighting how the reliability, comprehensibility, and relevance of the information can positively impact tourists' perception.

Older studies, such as Calderón Bailón and Hernández Rojas (2017), focus on creating gastronomic routes to promote cultural authenticity. In contrast, recent studies, such as Morales Loya and Futé-Forné (2021), emphasize sustainability and the integration of ecological practices in promoting cultural authenticity. Earlier articles, such as Oliveira (2007), focused on promotion through traditional media and events. However, recent studies, such as Akar et al. (2024), highlight the growing impact of social networks and digital technologies in promoting gastronomic tourism.

This systematic review has identified and compared the dominant and opposing opinions in the literature on the promotion and management of gastronomic tourism

in specific destinations. Differences between older and more recent studies are highlighted, reflecting the evolution of strategies and approaches in this field. This analysis provides a more comprehensive understanding of current trends and challenges in gastronomic tourism, underscoring the importance of cultural authenticity, the quality of information on social networks, and the integration of sustainable practices.

7. Conclusions

This scientific article is based on a systematic review study that analyzes the promotion and management strategies of gastronomic tourism in specific destinations. The key results of this research reveal important findings that contribute significantly to the field of study of gastronomic tourism.

It has been identified that the most effective strategies are based on valuing local culinary culture, the diversity of regional products and the authenticity of the gastronomic experience. The successful promotion of gastronomic tourism requires the implementation of strategies that highlight the uniqueness of the local culinary offering.

The effective management of gastronomic tourism involves close collaboration between local actors, including producers, chefs, restaurants, government authorities and tourism agencies. This collaboration ensures the sustainability and quality of the gastronomic offer, and is based on careful planning of tourism infrastructure and the preservation of cultural authenticity.

Well-implemented promotion and management strategies have a significant impact on attracting visitors. Cultural authenticity and the quality of the gastronomic offer are key factors that attract tourists interested in genuine culinary experiences, increasing the competitiveness of the destination.

Social networks play a crucial role in promoting gastronomic tourism. The quality of the information presented on these platforms can significantly influence tourists' perception of the destination. Social networks allow you to expand the reach of promotional campaigns and improve the image of the destination, attracting a wider audience.

Emerging trends include the integration of digital technologies, sustainability in gastronomic practices and the offering of authentic culinary experiences. These trends reflect the evolution of the field towards sustainability, authenticity and the use of digital tools to improve the promotion and management of gastronomic tourism.

Regarding final reflections and future directions, this study highlights the importance of considering the cultural and gastronomic particularities of each destination when designing strategies for the promotion and management of gastronomic tourism. Furthermore, it is suggested that future research focus on measuring the economic and social impact of gastronomic tourism in specific destinations, as well as identifying good management practices that can be replicated in other contexts. These reflections point to the relevance and applicability of the findings of this study in the development of policies and strategies for gastronomic tourism at the local, regional and global levels.

This systematic review study provides a comprehensive view of gastronomic

tourism promotion and management strategies in specific destinations, highlighting the importance of cultural authenticity, collaboration between local actors and careful planning for the success of this form of tourism. The implications of this work are relevant to academia, the tourism industry and policy makers, and offer a solid starting point for future research in this field.

Author contributions: Conceptualization, JAEP and JMMF; methodology, JAEP; software, AMÁT; validation, JAEP and JMMF; formal analysis, MJI; investigation, JAEP; resources, IRA; data curation, MJI; writing—original draft preparation, AMÁT; writing—review and editing, JMMF; visualization, MJI; supervision, JAEP; project administration, IRA; funding acquisition, IRA. All authors have read and agreed to the published version of the manuscript.

Conflict of interest: The authors declare no conflict of interest.

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