

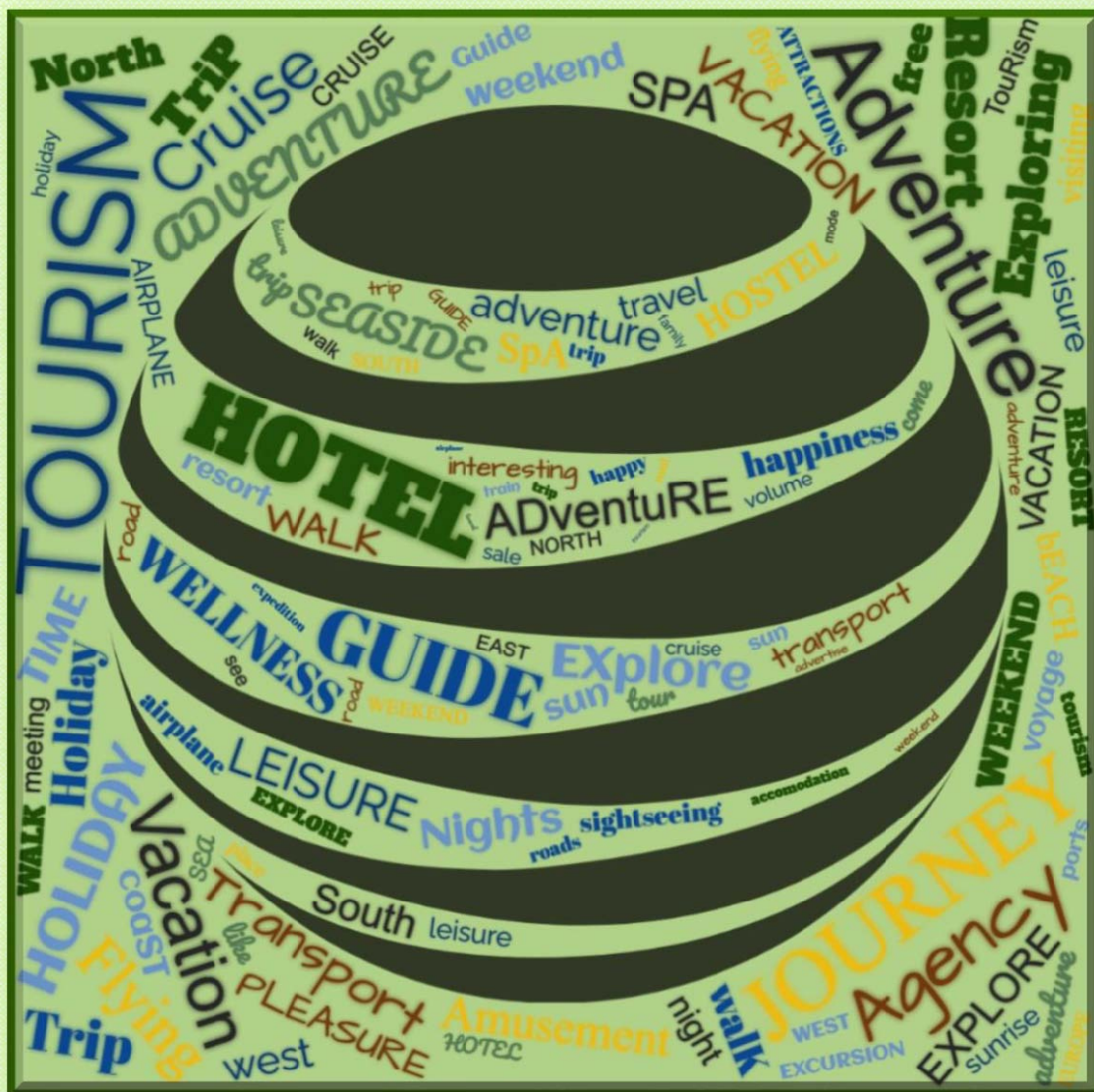


# СЪВРЕМЕННИ ПРЕДИЗВИКАТЕЛСТВА ПРЕД ТУРИЗМА

## CONTEMPORARY TOURISM CHALLENGES

### ВЫЗОВЫ СОВРЕМЕННОГО ТУРИЗМА

### DESAFÍOS CONTEMPORÁNEOS EN EL TURISMO



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СБОРНИК ДОКЛАДИ ОТ МЕЖДУНАРОДНА НАУЧНА КОНФЕРЕНЦИЯ  
12 МАЙ 2022 ГОДИНА

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PROCEEDINGS OF THE INTERNATIONAL SCIENTIFIC CONFERENCE  
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# THE ROLE OF GASTRONOMY IN AMAZON TOURISM: THE CASE OF THE CITY OF MANAUS

**Alessandra Souza Queiroz MELO<sup>1</sup>**

Federal University of Amazonas / Grupo de Cultura e Estudos em Turismo, Brazil

**Elimar Pinheiro do NASCIMENTO<sup>2</sup>**

Federal University of Amazonas, Brazil

***Summary:** For tourism, gastronomy presents itself as a segment that has great relevance, enhancing and awakening positive economic results in its production chain. As a cultural tourism product, gastronomy contributes to the tourist offer, valuing and expanding visitors' experiences. The city of Manaus, located in the state of Amazonas, has a rich Amazonian cuisine, which brings in its essence a cultural miscegenation, making it a very relevant attraction for tourism. The objective of this research was to analyze how the regional Amazonian gastronomy found in the city of Manaus could contribute to stimulate, disseminate and preserve the local culture, and better conserve the environment. was used to methodology of bibliographical and documentary research, having as results, the absence of visible actions that work the local regional cuisine as tourist potential, to attract new visitors and to reinforce the local culture and that contributes to the sustainable development in the region.*

***Key words:** Gastronomic route; Sustainability; Amazon; Regional gastronomy; Gastronomic tourism.*

## 1. INTRODUCTION

Gastronomy can be understood as a cultural exchange, which provides, from the preparation or tasting of food, important information about the places visited, their habits and customs, a true exchange of knowledge (UNWTO, 2017). The influences of a locality, those that make up and constitute its history over time, determine what will be served to the tourist. Thus, the seasoning and the product define each region.

According to a survey carried out by the Ministry of Tourism in partnership with the Fundação Instituto de Pesquisas Econômicas (FIPE) on international tourist demand, gastronomy is among the tourist, better rated by tourists. The evolution of gastronomic tourism over the years has incorporated ethical values and territorial sustainability in its essence, seeking to value local history, cultural heritage, landscape and other aspects. trailers sustainability (CÂNDIDO and BRITO, 2020).

In this way, it is understood that gastronomic tourism is not only a path that preserves the past, but also has the power to build the future of tourist destinations while preserving local authenticity (COSTA and MAPURUNGA, 2018). In this context, the Brazilian cultural

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<sup>1</sup> Alessandra Souza Queiroz Melo, PhD student, Federal University of Amazonas (UFAM) / Grupo de Cultura e Estudos em Turismo (GCET), Brazil, email: alessandra\_queirozz@outlook.com

<sup>2</sup> Elimar Pinheiro do Nascimento, Professor, Federal University of Amazonas (UFAM), Brazil, email: elimarcds@gmail.com

diversity is understood as a differential in the construction and elaboration of gastronomic tourist itineraries, due to the characteristics of each state.

In the northern region of Brazil, the Amazonian cuisine is characterized by its peculiarity with original and strong traces, differentiating itself from other locations. The city of Manaus, capital of the state of Amazonas, has a rich regional cuisine that becomes a relevant attraction for tourism by preserving habits and aspects of food culture that recall those of its most remote ancestors (LIRA, COUTINHO and FERST, 2019) .

From the importance of Amazonian cuisine, which brings in its essence a cultural miscegenation, the theme of this research was built, which establishes a look at tourism through local gastronomy with typical dishes of the Amazonian culture, in the city of Manaus, and its contribution to the preservation and dissemination of local culture, in a sustainable way. In this context, the objective of this research is to analyze how the regional Amazonian gastronomy found in the city of Manaus, can contribute to stimulate, disseminate and preserve the local culture, and better conserve the environment.

Regarding the methodology, we chose to carry out a qualitative research, thus contributing to the understanding of reality from human practices, which according to Socol (2009), is only possible through the interaction between people and the environment. World, being transmitted in a social context. For Flick (2004), studies that involve beliefs, traditions, experiences and everyday practices are fundamental to unveil the “how” and “why” patterns of behavior that contribute to future narratives and discussions. In this way, the present work adopted the methodology of bibliographic and documentary research, where the theoretical contribution was sought, through scientific discussions and secondary materials, to respond to the objective of the research.

## **2. FOOD TOURISM AND SUSTAINABILITY**

In order for desirable tourism to occur, it is necessary to consider some aspects for a memorable exchange of both the traveler and the receiving communities, for example, developing tourist activities with responsibility and that are committed to the preservation of the environment and local habits and customs (COSTA and NASCIMENTO., 2021). The journey through gastronomy is culturally interesting as it provides visitors with access to flavors that are traditional to the place visited. The experience in tasting exotic dishes or with different handling, becomes a differential of the trip.

In its development over the years, gastronomic tourism began to incorporate issues related to sustainability, because the search for more sustainable gastronomy has become



something extremely important to guarantee the survival of the ecosystem and the inhabitants of the earth. In addition, gastronomy becomes an element of great relevance to tourism, both economically and culturally, and can influence issues related to climatic conditions, ecosystem and social well-being, thus maintaining economic viability (JUNIOR, OLIVEIRA, et al., 2021).

Some authors have focused their studies on the relationship between gastronomy and sustainability, as is the case of Stefanelli, Ramalho and Araújo (2013). The authors Silva and Pozo (2016), discuss the study of a typical food restaurant in which it contributes to local sustainability through the use of regional ingredients. The authors found that by privileging the use of regional ingredients, the restaurants contributed to local sustainability. In his study Zaneti (2017), he analyzed that the gastronomy that uses typical local products and dishes contributed positively to rural development, because it resocializes the producers as it relocates the products in the strategies of valorization of both the product and the producer in the chain. gastronomic.

## **2.1. TYPICAL AMAZON CUISINE AND THE CITY OF MANAUS**

The Amazonian cuisine has a great representation in Brazilian culture. Originated from indigenous culture, despite the strong culinary influence of other peoples. Its consumption from the local population is considered a tradition, which is passed on to each generation (LIRA, COUTINHO and FERST, 2019). From its strong and original traits, Amazonian cuisine stands out among other regions.

The mainstay of the economy in the region is undoubtedly fishing, due to its wealth of exploited species and the amount of fish that are caught during the year. In the meals of the Amazonians, whether at lunch or dinner, fish stand out. Other foods make up this rich cuisine and can be highlighted here, such as tucupi, which can be used as a sauce or broth, starch and starch, biscuits from the Amazon, tucumã, pupunha, cara-roxo, among others. (AREB, 2020).

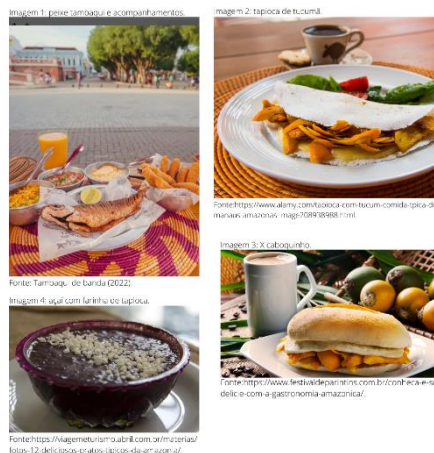
The city of Manaus is located in the state of Amazonas, it has a rich Amazonian cuisine, which becomes an attraction of great relevance for local tourism, preserving habits and customs of the food culture of its antecedents (LIRA, COUTINHO and FERST, 2019). The metropolitan region of Manaus is considered the greatest pole of regional wealth and becomes an invitation for those looking for gastronomic experiences. It can be found different dishes, seasonings and methods of preparation, making the cuisine more regional in Brazil, due to the uniqueness of each regional dish.

Therefore, the city of Manaus is not characterized as a simple human production, it has meaning, expression, memories and smells, understood by the poet Anibal Beça, as a different city, which instead of the human being inhabiting it, it is she who inhabits. In this way, the

typical Amazonian foods found in Manaus are presented as a link between the individual and the city, through their memories, people, moments and experiences (AREB, 2020).

### 3. RESULTS AND DISCUSSIONS

In Amazonian cuisine, the valorization of fish stands out, due to the existence of more than two thousand species of fish found in the Amazon River. The species that are most consumed in the region according to the government of the State of Amazonas are pirarucu, tucunaré, jaraqui, tambaqui, matrinchã and pacu. There are also regional fruits, tucumã, taperebá, araçá-boi, peach palm, abio, açai, biribá, buriti, bacaba, cupuaçu, graviola, mango, pitomba, watermelon, patauá and guaraná da Amazon. As well as flour made from cassava, which make up the Amazonian menu that can be found in traditional cafes and restaurants in the city of Manaus (AMAZONAS, 2020).



Tambaqui fish (figure 1) is very popular in restaurants in Manaus, and can be consumed in several ways, whether in stews, roasted or fried. The pirarucu is also featured in the restaurants of Manaus and is known as the cod of the Amazon. The tapioca with tucumã (figure 2) is highly appreciated by manauaras and visitors and can be seen in the city's regional cafes, as well as X caboquinho (image 3), French bread with tucumã chips, a regional fruit. Açai (image 4) is part of the regional foods of Manaus, being served mostly with tapioca flour.

The results show that the Amazonian regional cuisine found in the city of Manaus has unique characteristics that differ from the cuisine of other Brazilian states. The regional cuisine of the city of Manaus preserves traditions and customs from its most remote ancestors. The uniqueness of the regional cuisine found in Manaus, awakens cultural and historical aspects, starting with the ingredients used, the way of preparation and the way it is served.

The preservation of historical characteristics reinforces the importance of keeping the cultural identity of generations alive. Gastronomic tourism, when focused on cultural

appreciation and local cuisine, provides an exchange between the place where the tourist lives and the place where the tourist goes to visit. For tourism, this behavior reinforces the tourist experience, by expanding historical interpretations through gastronomy.

In this way, the regional gastronomy of the city of Manaus can provide a true cultural exchange between those who visit and those who are visited. On the other hand, it is necessary to work in the city of Manaus with actions that positively support the appreciation and preservation of the local culture, whether in action, values and behaviors as a whole. In order to guarantee, in this way, actions that are committed and based on aspects of sustainability.

#### **4. FINAL CONSIDERATIONS**

The definition of themewasbuilt through observations, where it was found the absence of actions that contributed to the tourist attraction and dissemination, through the local gastronomy, supporting aspects such as; economic growth,professional training, preservation of cultural and natural heritage, among others,that make up sustainability.

The regional Amazonian cuisine found in the city of Manaus has great potential for the preservation and dissemination of local culture, by preserving cultural aspects of several generations through the method of preparation and the regional ingredients used in the preparation of its dishes. However, despite the rich cuisine, there were no visible actions that work the local regional cuisine as a tourist potential, to attract new visitors and to reinforce the local culture.

It is understood that there is a long way to go until the implementation of gastronomic tourism in a locality, and that gastronomy begins in rural agriculture, but does not end on the consumers' plate. In this way, the city of Manaus needs to “know yourself”, its identity, authenticity and uniqueness, so that only then, it is possible to work with all its regional gastronomic potential, based on actions that are positively sustained.

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