



## Special Session Proposal

### **Regional development through Gastronomy: Creating a unique Tourism experience**

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### **Abstract**

Gastronomy is associated with the cultural heritage of a community or region and reflects the local history and identity (Sibal, 2018). Moreover, it is considered a stimulus for developing the local economy and has been recognised as an attractive strategy for promoting tourism (Mendes et al., 2021). It is gradually being recognised as a valuable component of intangible cultural heritage, and in this sense, the rescue of ancient traditions has given impetus to the revival and protection of local, regional and national products (Araújo, 2021). In the context of tourism, visitors are increasingly seeking values of authenticity and gastronomy serves as a marker of cultural identity, heritage, memory and distinctiveness (Araújo, 2021).

Nowadays, with the new demand from visitors, local gastronomy in tourism is contributing to the revival of local craft production and the return of taste, tradition and experience in food consumption (Bonow & Rytönen, 2012). Furthermore,

promoting local gastronomy drives economic activities within a specific region, offering valuable job opportunities for residents. Simultaneously, this concerted effort contributes to preserving local and ancient recipes, aligning with the evolving preferences of contemporary visitors, who increasingly seek authentic experiences.

In this context, this session aims to advocate for the role of gastronomy as a dynamic force driving progress in both the tourism sector and regional development. Through a twofold focus on economic and cultural sustainability, the aim is to position gastronomy as a powerful engine of progress, contributing to both the growth of tourism and the holistic development of the region.

## References

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