

Gastronomic tourism in Tabasco

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Abstract: The objective of this research is to identify the local cuisine of the city of Cárdenas, Tabasco. We need methodological structure a phenomenological method was used. For the fulfillment of the objective of this work of degree was identified to the population object of study being these the older adults with roots in the city and experience in the kitchen, of which eight key informants were selected in a non-probabilistic way to judge, designed an exclusive instrument for this research structured in 11 open questions, the fieldwork was developed in the months of August-October 2017. For the analysis of data, the use of four stages was used: 1) the transcription of written data, 2) the collection of digital information, 3) coding of words, 4) second reading of information. Regarding the results, 29 dishes were identified which represent the gastronomy of the city of Cárdenas, Tabasco and are divided into three areas which are: strong dishes, drinks and typical sweets, among the traditional products and animals that are used for the preparation of these dishes include: *Eryngium foetidum*, *Coriandrum sativum*, *Crotalaria longirostrata*, *Capsicum frutescens*, *Cnidioscolus aconitifolius* and backyard birds such as *Gallus domesticus*, *Sus scrofa domestica*, *Meleagris*, *Cairina moschata*.

Background: Materials and Methods: Methodology of documentary research

In order to fulfill the objective of this research, which is to identify the typical gastronomy of the city of Cárdenas, Tabasco, it was required to carry out an investigation with an exploratory design, the essential objective of which is to familiarize ourselves with an unknown, novel or scarcely studied topic. They are the starting point for further in-depth studies "(Behar, 2008). With a cross-sectional study which collects data in a single moment, in a single time. (Hernández, Fernández, Baptista, 2014) In this sense the research has a qualitative approach, where the author (katayama, 2014) defines it as the methodological procedure that uses words, texts, speeches, drawings, graphics and images. For the deepening of this research, the conceptual-inductive method was applied, since in this type of research the phenomena are observed and an inductive logic is applied. To carry out this degree work, a research strategy was used which focused on in the phenomenological method, which seeks to understand social phenomena from the individual's own perspective. The authors (Alvarez-Gayou, 2009, p. 87) argue that it is characterized by focusing on personal experience, instead of approaching the study of facts from group or interactional perspectives. The phenomenological method is useful to study cultural meanings in any aspect, or to do sociological studies. By using this research method, the aim is to describe the subject's experience in and of itself. For the development of this research, the interview technique was used, which the author (Behar, 2008, p. 55) defines it as a specific form of social interaction that aims to collect data for an inquiry. Taking into account the diversity of positions and processes that occur during a dialogue, several types of interviews are differentiated, such as: contextualization interview, structured individual interview, non-directive or semi-structured interview, informal or unstructured interview, focused interview, guided interviews, focus group interview-learning about ideological positions, more however The most functional for this research is the focused interview, because its objective is to fully exploit some lived experience. According to the author (Bautista, 2011) the interview seeks to obtain the cognitive and emotional sources of the reactions of the interviewees to an event, for which it focuses on the subjective experiences of those who have been exposed to the situation. focused, it was necessary to design an exclusive instrument for this research, whose open questions and focused on the objective of this research project, began with very simple open questions, followed by reflective questions and ended with clear and concrete questions. The instrument was carried out in a specific way in the questions, taking into account the objective of said interview, reaching if to specific questions that specify what is desired to be obtained in the results, when the interview is finished in a work instrument, in this case, A pilot test was carried out on a professional cook on July 14, 2017 at 12:24 pm with a duration of 10 minutes and 33 seconds. The questions asked were open since it allows the interviewee to reveal himself and his own experience. A sample of 8 fundamental people was determined to achieve the objective of this project, the interviews were carried out with key informants who helped us to identify a list with the typical dishes that They represent the gastronomy of the city of Cárdenas, Tabasco.

According to our type of research, for the purposes of this research, a non-probabilistic sampling procedure was developed since not all people are study subjects, but rather they have to have certain characteristics so that they can be selected. For the purposes of this research study, the selection of the sample had to meet certain criteria to determine who will be interviewed, the inclusion criteria refer to the roots in the city, the age of older adult since they are the ones who They have cultural and gastronomic experience of the city and the main thing

is the experience in the kitchen. Field work was carried out in the city of Cárdenas, in the months of August-October 2017 of the eight interviews carried out in this research, seven fueron realizadas en encuentros de cara a cara, para buscar la comprensión de las representaciones que tienen los entrevistados respecto a sus vidas, experiencias o situaciones tal como las expresan sus propias palabras y solo una entrevista fue una grabación proporcionada. Las entrevistas tienen una duración de entre 10 a 20 minutos, las cuales se realizaron en el domicilio de los entrevistados, con tres entrevistas realizadas a amas de casa con domicilio ubicado en la Colonia sección 10, posteriormente se realizó una entrevista a una ama de casa en la Ranchería Paso y Playa, de igual forma se realizó entrevista a la cocinera profesional del restaurante Parisina, la entrevista se realizó en el domicilio de la entrevistada el cual se ubica en la colonia Infonavit deportiva, de tal manera se realizó una entrevista un adulto mayor con amplia experiencia en la cocina con domicilio en la Colonia Ada Isabel, por último se realizó una entrevista a una ama de casa con domicilio ubicado en la Colonia Hidalgo.

Conclusion:

In conclusion, gastronomic marketing is to create memorable experiences for the consumer, making it possible for the product to be consumed and valued in these cases.

for a target market or in this case a specific territory or city, meanwhile we can conclude that the union of marketing and gastronomy in a single concept is totally strategic to function in the long term.

Key Word: Culture, food, marketing, tourism, heritage.

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I. Introduction

Mexican Cuisine is representative of the Intangible Cultural Heritage of UNESCO, in accordance with the Resolution approved in November 2010, for this reason November 16 was declared the national day of Mexican cuisine. That is why today gastronomy is a trend in many countries, it is even a fashion that gastronomy is a tourist product, whose purpose is to promote the gastronomy of a certain country or specific city. That is why the objective of this research work is to identify the local gastronomy of the city of Cárdenas, Tabasco. In the same way, it is intended to identify the theoretical foundation regarding gastronomic marketing, identify the city of Cárdenas and its culture, identify the local gastronomy of the city and finally make a recipe book for the rescue of local gastronomy. This degree work presents concepts and theories necessary to achieve an adequate understanding of the subject, its structure goes from general to particular, starting with the definition of marketing and its applications. In this sense, the research has a qualitative approach, for the deepening of this research the conceptual-inductive method was applied, since in this type of research phenomena are observed and an inductive logic is applied.

To carry out this degree work, a research strategy was used which focused on the phenomenological method, since this method does not start from the design of a theory, but from the known world which is based on the shared experiences of people. This method can be particularly useful for the interpretation of the facts and processes that are studied in this research work. For the development of this research, the interview technique was used, since it is a specific form of social interaction that aims to collect data for an inquiry.

As results of the investigation, a list of the typical dishes of the city of Cárdenas was identified, which were obtained after an exhaustive field investigation, which required several days. The identified list

It has three areas in which main dishes, hot and cold drinks and finally typical sweets of the city are included. Similarly, a list of edible plants and farmyard animals was found which were used for their own consumption

Gastronomy is the study of the relationship between culture and food. Since gastronomy studies several cultural components taking food as the central axis. Since pre-Hispanic times, food has been of vital importance to man since throughout all the centuries it has helped to forge cities, countries and cultures, which have transmitted the art of cooking to our times, more however throughout Over the years the gastronomy that identifies a place has been lost, in our case the municipality of Cárdenas. It should be noted that this municipality has great cultural diversity, therefore this research aims to contribute to the rescue of the municipality's gastronomy.

Mexican cuisine is a gathering of dishes, flavors, ingredients, and attitudes that vary from region to region. The culinary tradition of Mexico is as diverse as its geography or culture. The use of fresh, seasonal and local products is the basis of gastronomy. It is a dynamic in which the consumer consumes richer and fresher foods. With the above, closer links are established between producers and consumers.

The gastronomic culture is constituted by multiple social practices that become customs, habits, behaviors and traditions, which are transmitted from one generation to another, presenting characteristics and meanings according to the society where they are generated, a key and important element in This contribution is the internalization of culture, which can be understood as the way in which the human being adopts the different

cultural forms to carry out any action. This action can be a behavior, thus referring to the preparation of food, dance, the way of dressing, the language, among others. The kitchen plays an essential place in culture, since through this the flavors, tastes, customs, traditions, and values are represented, which are participatory when preparing a food, in the kitchen utensils with their meanings and functions according to the environment.

On the other hand, tourism is an influential aspect in gastronomy, there are different forms of tourism among which Gastronomic Tourism stands out, which focuses on knowing and experiencing the typical gastronomy of a country or region, aimed especially at people who love and explore the region. food, in gastronomic tourism, food products and culinary specialties become a vehicle for cultural rapprochement insofar as they are configured as identifying elements of peoples and territories.

Traditional Mexican cuisine stands out for its antiquity, its historical continuity, its collective preparation and its production with natural elements, since it promotes social cohesion and a regional and national identity. According to the United Nations Educational, Scientific and Cultural Organization [UNESCO], "traditional Mexican cuisine is a complete cultural model that includes agricultural activities, ancient practical knowledge, culinary techniques and ancestral community customs and modes of behavior. . Mexican food was declared an intangible cultural heritage of humanity by UNESCO (Policy for the promotion of national gastronomy, page 4)

"For the cuisine of a country, a culture, a civilization, such as the Mediterranean or the Mexican, to be registered by UNESCO, it has to start from a regional cuisine; You cannot leave, in any case in the world, if you do not have a local base. (Icomos reports, 2010)

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In this sense, the Presidency of the Republic developed the National Gastronomy Promotion Policy as a response by the Government to the commitment in the construction of actions and measures of a legal, technical, scientific, administrative, social, cultural, educational and financial order that rescue , promote, safeguard and disseminate Mexican Gastronomy (Policy to promote national gastronomy, page 4)

Objective of the National Gastronomy Promotion Policy 2015 - 2018, General Objective: To promote the country's gastronomic offer as a means to promote the natural and cultural wealth of Mexico, promote tourism and generate regional productive development. (Policy to promote national gastronomy, page 11) On the other hand, one of the Specific objectives is: Strengthen the gastronomic value chain of Mexico, with an emphasis on resources, products, local cuisines and emblematic regions.

Tabasco is one of the 32 states that make up Mexico and which stands out for its wide gastronomy, Tabasco is located south of the Gulf, it is a tropical area, with warm climates and maritime influx, the gastronomy of this state preserves a lot of tradition in its saucers.

Tabasco has stood out nationally and internationally for its cuisine, Tabasco is considered a state with an exotic cuisine, in which dishes such as roasted and green pejelagarto stand out, pickled oyster, tapasco smoked oyster, marinated iguana, hicotea (turtle) in blood; mojarra en poxe, fried, roasted, sweaty, and in broth; roasted guao, in green blood, stuffed with shrimp or shellfish.

Tabasco is a state that is politically divided into 17 municipalities, it can also be divided according to the land, Tabasco has 2 regions which are called the Grijalva region and the Usumacinta region and 5 sub-regions, which are Chontalpa region, Central region, Sierra region, Pantanos region and finally the Ríos region, each sub-region has its own natural resources which make them unique and differentiate the state. (Tabasco, the entity where I live, 2012)

In this sense, Cárdenas Tabasco is a municipality that belongs to the Chontalpa region. It is located southeast of the Mexican Republic and northwest of the State of Tabasco, Cárdenas has its own cultural and economic wealth, in the same way it has an exquisite local gastronomy and which does not consist of any official document that confirms that, the objective of This thesis is: Design marketing strategies for the gastronomic rescue of Cárdenas, Tabasco, in order to promote the exquisite gastronomy that this municipality has.

II. Material And Methods

For the fulfillment of the objective of this research, which is to identify the typical gastronomy of the city of Cárdenas, Tabasco, it was required to carry out an investigation with an exploratory design whose essential objective is to familiarize ourselves with an unknown, novel or scarcely studied topic. They are the starting point for further in-depth studies "(Behar, 2008). With a cross-sectional study which collects data in a single moment, in a single time. (Hernández, Fernández, Baptista, 2014).

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For the development of this research, the interview technique was used, which the author (Behar, 2008, p. 55) defines it as a specific form of social interaction that aims to collect data for an inquiry. Taking into account the diversity of positions and processes that occur during a dialogue, various types of interviews are differentiated, such as: contextualization interview, structured individual interview, non-directive or semi-structured interview, informal or unstructured interview, focused interview, interviews guided, focus group interview-learning about ideological stances, more however

The most functional for this research is the focused interview, because its objective is to fully exploit some lived experience. According to the author (Bautista, 2011) the interview seeks to obtain the cognitive and emotional sources of the reactions of the interviewees to some event, for which it focuses on the subjective experiences of those who have been exposed to the situation.

For the development of the focused interview, it was necessary to design an exclusive instrument for this research, whose open questions and focused on the objective of this research project, began with very simple open questions, followed by reflective questions and ended with clear and concrete questions.

The instrument was carried out in a specific way in the questions, taking into account the objective of said interview, reaching if to specific questions that specify what is desired to be obtained in the results, by having the interview finished in a work instrument in this case, a pilot test was carried out on a professional cook on July 14, 2017 at 12:24 p.m. with a duration of 10 minutes and 33 seconds. The questions asked were open since it allows the interviewee to reveal himself and his own experience.

A sample of 8 fundamental people was determined to achieve the objective of this project, the interviews were carried out with key informants who helped us to identify a list with the typical dishes that represent the gastronomy of the city of Cárdenas, Tabasco.

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The field work was carried out in the city of Cárdenas, in the months of August-October 2017 of the eight interviews carried out in this research, seven

They were carried out in face-to-face meetings, to seek understanding of the representations that the interviewees have regarding their lives, experiences or situations as expressed in their own words and only one interview was a recording provided. The interviews last between 10 to 20 minutes, which were carried out at the home of the interviewees, with three interviews conducted with housewives living in Colonia section 10, later an interview was conducted with a housewife In the Ranchería Paso y Playa, in the same way, an interview was conducted with the professional cook of the Parisina restaurant, the interview was conducted at the home of the interviewee which is located in the Infonavit sports neighborhood, in such a way an adult interview was conducted elderly with extensive experience in the kitchen with address in Colonia Ada Isabel, finally an interview was conducted with a housewife with address located in Colonia Hidalgo.

Once the data from the interviews had been obtained, the data analysis was carried out, which consisted of four stages, in stage one the written data was transcribed for the development of the analysis. As a second stage, the collection of digital information (recordings) was carried out to carry out a more detailed analysis of the information collected.

In the third stage, the coding of the words was carried out, in which the number of times the dishes were repeated in the interviews was determined. Following this, the information was encoded, labeling it as reliable, unreliable, and unreliable. As the fourth and final stage, a second reading of the information from the collected information was carried out to avoid errors and confusion in the data analysis.

For the analysis of this research, different colored sheets were used to differentiate the information provided by each interviewee, likewise, colored markers were used to highlight the most relevant and important information from the other information collected, large cardboard sheets which They will serve for a better codification of the words, scissors, adhesive pencil, eraser, black marker and ballpoint pen or pencils, for a

better analysis of the information. The markers were used to point out any interesting or important pieces of information in analysis.

III. Discussion

Likewise, with the research carried out, the businesses that offer typical dishes that identify the gastronomy of the city of Cárdenas were identified. Which are located in the center of the city with a permanent location, of which they maintain a traditional appearance in their facilities. In these shops, only strong dishes that identify the gastronomy of the city are offered, of which the mole, stew, turkey or chicken stew, chicken stew stand out. These businesses receive visits from foreign and national tourists during the holiday season and who go to a tourist destination.

According to the research results, the dishes can be classified by season and by social event, since the informants pointed out that the dishes made in for these events were special since a special event was celebrated or, where appropriate, by their culture or tradition according to the season. For example, in the Easter season they consumed or made dishes that included seafood and fish, and in events such as weddings, baptisms and birthdays, typical meals of turkey, pork or chicken were made according to the preference of their relatives.

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