TRADITIONAL FOOD AS TOURISTIC POTENTIAL IN URES, SONORA

Camarena Gómez Dena María¹, Robles Baldenegro María. Elena², Salgado Beltrán, Lizbeth³

Abstract

The food is part of the trips of biological necessity, however it has been seen that the food also represents a tourist attraction that improves the experience of the visitor and that even in some cases is fundamental. The tourists have to feed themselves, although some do it during their journeys or in their stay, others consider it an incentive to start a trip. In this sense, it has been seen how in the last years the motivations of hedonic nature have taken on weight, particularly those related to artistic creation and gastronomy. Thus, food, over all those considered traditional, constitute a capital with broad potential for social influence and economic benefits, especially in rural areas. This interrelation is based on considering the tourist as an effective differentiation tool for foods with regional identity. That is, the consumption made by the tourist is associated with moments of pleasure, leisure and recreation, so they remain in the memory of the visitor and the visitor, when returning to their place of origin, acquires food as a souvenir, consumes them as products that bring you memories of your past vacations and even get to participate in the diffusion of your tourist experience in its surroundings of influence.

The differentiating attributes that food possesses do not go unnoticed by consumers and, in many cases, their choices and preferences may be motivated by origin, tradition and typicity. Some examples of this situation in Latin America are the giant corn of Cusco, Peru; The lemon of Pica, in Chile; The Chuao Cacao in Venezuela, among others. In this context, the objective of this research was to identify the characteristics of regional tourist consumption with respect to traditional Sonoran foods, with emphasis on the Ures region. For this, a survey was applied to 262 consumers, of which 90% came from Hermosillo and 10% from other geographical points. The descriptive results show that 71% of respondents visited at least once a rural tourism destination, highlighting among the options the Ures region. Also, it is noticed that the consumption of food is among the motivations to carry out tourism and that when they taste food, they prefer places with which they feel familiar and the traditional positions. In general, the tourist-consumer tends to consider that typical foods are better elaborated in the villages and their consumption associates them with bucolic memories and of nostalgia with the family, so that marketing strategies highlighting these elements can be effective. Finally, although visiting a rural destination, it is not specifically due to the foods that are made in it, they do have a significant weight for consumers, especially those who visit Ures.

Keywords: Food tourism, consumer motivations, tradition.