

COD FESTIVAL AS AN EXPRESSION OF PORTUGUESE CUISINE IN PELOTAS, BRAZIL

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Since the first concepts about tourism in the world have emerged, typical culinary has been highlighted due to both the attractiveness and appeal to the curiosity of the visitor it raises to the experience the typical dishes of the various touristic places provide the tourist where he happens to go. Over the years, the culinary has experienced new feelings, tastes and textures. Culturally cooking has played the role of valorative identity, of heritage, symbolism and destination marketing strategy. In this perspective, this study aimed to analyze the "Cod Festival" of Pelotas, Rio Grande do Sul (Brazil) as an expression of Portuguese cuisine. Methodologically, the research was done in a qualitative perspective, in a case study format. The procedure used to gather information was through literary review, document research and semi-structured interviews. The analysis was descriptive-analytical. In order to do this study, it was identified the main dishes of Portuguese cuisine presented at the Festival, it was discovered that the respondents considered the event as a tourist attraction for the city and Portuguese gastronomy could contribute to the development of tourism in Pelotas. Moreover, the research gave more evidence to the premise that the cuisine of a place can be a way to increase tourism offer, being the cuisine part of cultural tourism. Finally, the study showed that the local "Cod Festival" is a significant cultural portrait of the Portuguese colonization background communities, but little known and recognized as a touristic activity.

KEY WORDS: *tourism, gastronomy, culture, heritage, Cod Festival.*