

THE GASTRONOMY AS A DESTINATION BRAND

Propositions in Minas Gerais – Brazil

Lélis Maia Brito
Universidad Federal de
Ouro Preto - Brasil
Delane Botelho
Fundación Getúlio Vargas
São Paulo, Brasil

Destination brands is a multi and interdisciplinary field of study for approach diverse variations and interpretations in terms of place identity. One of these understandings is gastronomic tourism, also known as 'gastroturismo' or culinary tourism, which has been strengthened based on the appreciation of local cultural and culinary aspects. If gastronomy was considered as an element of tourism support, then the movement is considered as the main attraction, an alternative to present the place, create its identity and attract visitors. As a result, this area has become an important brand element capable of promoting tourism and local cultural values. This article aims to make a relationship between the approaches of destination brands and gastronomy, to discuss about the role of gastronomy as a destination brand and, specifically, to reflect on the gastronomy of Minas Gerais in the scope of the discussions about destination brand. As final considerations, it was possible to establish a connection between the theoretical discussions about destination brands and gastronomy, to point out the main researches in the area and to extend such reflections in contextualizing the gastronomy of Minas Gerais in the face of the presented proposals.

KEY WORDS: *Tourism, gastrotourism, gastronomy, destination brand, Minas Gerais.*