

## Current trends in Tourism and Gastronomy: An Analysis in Urban and Rural Environments

Jorge Alberto Esponda Pérez<sup>1</sup>, Lurline Alvarez Rateike<sup>2</sup>, Francisco Javier Rocha Leyva<sup>3</sup>, Esbeida Pano Vázquez<sup>4</sup>, Roger Manuel Hernandez Garcia<sup>5</sup>

### Abstract

*In a context where gastronomic tourism has gained relevance, this systematic review article focuses on identifying current trends in the relationship between tourism and gastronomy in urban and rural environments. The main objective is to explore how the integration of technology, tourists' gastronomic preferences and gastronomic events impact the tourist experience. A systematic review methodology was used to analyze recent and relevant studies in indexed journals. The results highlight the importance of experiential tourism in urban environments, the appreciation of local gastronomy in rural environments and the diversification of gastronomic products as a key tourist resource. In conclusion, this study highlights the diversity of gastronomic preferences and experiences, underlining the need for future research that delves into the influence of technology and tourism promotion strategies on tourist gastronomy.*

**Keywords:** Current Trends, Gastronomic Tourism, Tourist Experience, Technology in Tourism, Gastronomic Preferences.

## INTRODUCTION

Gastronomic tourism has emerged as an important area of study that combines culinary experience with cultural exploration in urban and rural settings. The relationship between tourism and gastronomy has evolved significantly in recent decades, influenced by factors such as globalization, technology and the search for authentic experiences. According to (Mogollón et al., 2015), gastronomic tourism has been consolidated as a cultural experience in destinations such as the city of Cáceres, Spain, where local gastronomy becomes a distinctive and attractive element for visitors. This trend reflects the growing importance of gastronomy in tourism planning and destination promotion. In this context, the diversification of gastronomic products has been highlighted as a key tourism resource, as pointed out by Fusté-Forné, (2016) in his study on cheese as an element of regional development in the Vall de Boí, Spain. However, despite advances in the integration of gastronomy in tourism, thematic gaps persist in current literature. For example, de Albuquerque Meneguel & Rivera Mateos, (2022) highlight the need to understand the impact of gastronomic tourism on the sustainable development of emerging destinations, which suggests a promising area of research. These thematic gaps justify the relevance of this study, which aims to identify current trends in the relationship between tourism and gastronomy in urban and rural environments, thus addressing a fundamental aspect in the evolution of gastronomic tourism.

## METHODOLOGY

To carry out this systematic review, the PRISMA Method ( Preferred Reporting Items for Systematic Reviews and Meta- Analyses ), an internationally recognized framework for conducting systematic reviews. The use of this methodology guarantees transparency and rigor in the review process, following a series of predefined steps for the identification, selection and synthesis of relevant literature. According to (Moher et al., 2009), the

---

<sup>1</sup> University of Sciences and Arts of Chiapas, E-mail: [jorge.esponda@unicach.mx](mailto:jorge.esponda@unicach.mx)

<sup>2</sup> University of Sciences and Arts of Chiapas, E-mail: [lurline.alvarez@unicach.mx](mailto:lurline.alvarez@unicach.mx)

<sup>3</sup> Technological University of the Costa Grande of Guerrero, E-mail: [f\\_rocha@utcgg.edu.mx](mailto:f_rocha@utcgg.edu.mx)

<sup>4</sup> Technological University of the Costa Grande of Guerrero, E-mail: [e\\_pano@utcgg.edu.mx](mailto:e_pano@utcgg.edu.mx)

<sup>5</sup> University of Sciences and Arts of Chiapas, E-mail: [roger.hernandez@unicach.mx](mailto:roger.hernandez@unicach.mx)

PRISMA Method establishes clear guidelines to improve the quality and presentation of systematic reviews, which contributes to the reproducibility and reliability of the results obtained.

**Table 1. Items to organize information.**

| No. | Bibliographic reference | Year | Country | Keywords | Summary | Approach | Thematic field |
|-----|-------------------------|------|---------|----------|---------|----------|----------------|
|-----|-------------------------|------|---------|----------|---------|----------|----------------|

To guide the systematic review and meet the objective of identifying current trends in the relationship between tourism and gastronomy in urban and rural environments, the following research questions were formulated: What are the emerging trends in the integration of technology in the gastronomic experience in urban environments? How do tourists' gastronomic preferences vary in rural settings compared to urban settings? What impact do gastronomic events have on attracting tourists in urban and rural environments? How does local gastronomy influence the perception of authenticity and quality of the tourist experience in urban and rural environments? What tourism promotion strategies are most frequently used to highlight gastronomy in urban and rural destinations? To identify relevant studies, academic databases such as Scopus, Web of Science, Google Scholar, Latindex and PubMed, using keywords such as "gastronomic tourism", "current trends", "urban environments", "rural environments", among others. Included are studies published in the last five years in indexed scientific journals, written in Spanish and English, that address the relationship between tourism and gastronomy in urban and rural contexts. During the selection process, studies that were not directly related to the topic of gastronomic tourism were excluded, as well as those that did not specifically address current trends in the relationship between tourism and gastronomy in urban and rural environments. Additionally, duplicate studies, those with unclear or low-quality methodologies, and those that did not meet predefined inclusion criteria were excluded.

**Table 2. Distribution of publications according to the databases.**

| Database       | Number | Percentage |
|----------------|--------|------------|
| Google Scholar | 8      | Fifteen%   |
| Latindex       | 18     | 33%        |
| Scopus         | 16     | 30%        |
| Web of science | 6      | Eleven%    |
| Sky            | 6      | Eleven%    |
| Total          | 54     | 100%       |

**Table 3. Name of the 54 magazines from which relevant**

| Name  | Area of specialization   |
|---|--|
| Multidisciplinary Refereed Journal of Scientific Research Investigate | Multidisciplinary  |
| <i>Science and Technology Scientific Magazine</i>                     | <i>Multidisciplinary</i>   |
| <i>CURN Magazine</i>  | Accounting and Administrative Sciences   |
| <i>Steps Magazine</i>   | Tourism and cultural heritage  |
| <i>Contemporary dilemmas: Education, Politics and Values</i>          | Social Sciences  |
| Emprennova  | Social and Sustainable Entrepreneurship in Education and Learning Environments     |
| Sustainability  | Sustainable Urban and Rural Development  |
| Tourism and heritage  | Turism and hotelery  |
| PODIUM Sport, Leisure and Tourism Review                              | Sports, Leisure and Tourism  |
| Tourism recreation research   | Tourist recreation   |
| Journal of Agricultural Research and Innovation and Natural Resources | Agricultural and Natural Resources   |
| Tourism notebooks   | geographical, urban, economic, ecological and training related to tourist activity |
| Transfer  | Translation and Intercultural Studies  |
| Dixit   | Communication  |
| <i>The Sustainable Journey</i>  | Tourism  |
| RBTUR   | Tourism  |
| Koinonia Interdisciplinary Refereed Magazine                          | Multidisciplinary  |
| International Journal of Research in Culture, Tourism and Hospitality | Culture, Tourism and Hospitality   |
| Nature and Society  | Environment  |
| Knowledge Pole  | Multidisciplinary  |
| Tourist dimensions  | Tourism  |

|  |  |
|--|--|
| Spaces Magazine  | Management, technological management, social studies of science and technology and, in education and related technologies. |
| Trends   | Multidisciplinary  |
| Latin Sciences   | Multidisciplinary  |
| International Journal of Gastronomy and Food Science         | Food science and gastronomy  |
| Economy and Society  | Economic Sciences  |
| Research Tourist   | Tourism  |
| Annals of internal medicine                                  | Internal Medicine  |
| Bulletin of the Association of Spanish Geographers           | Geography  |
| Kalpana  | Tourism  |
| CECYTED Tourism Network                                      | Tourism  |
| International Journal of Tourism and Territory               | Tourism  |
| Journal of Tourism and Heritage Research                     | Tourism  |
| Tourism Review   | Tourism  |
| Cultural tourist products                                    | Tourism and cultural   |
| Bulletin of the Argentine Botany Society                     | Vegetal biology  |
| Tourism and Society  | Tourism  |
| Conrad   | Education  |
| Innova Research Journal                                      | Education and innovation   |
| Geography Notebooks: Colombian Geography Magazine            | Geography  |
| Rosa dos Ventos  | Tourism and Hospitality  |
| Rural tourism experiences in Latin America and the Caribbean | rural tourism  |
| Tourism & heritage   | Tourism and heritage   |
| Geography, changes, challenges and adaptation                | Geography  |
| Chakina  | Social Sciences  |
| Pedagogical sciences and snowmaking magazine                 | Social Sciences  |

information on the topic was taken.

## RESULTS

### *Trends in Gastronomic Tourist Experiences*

Experiential tourism is a very viable alternative to attract visitors compared to traditional tourism that is aimed at many people and is characterized by offering very limited and routine packages and promotions. Through this, tourists would have more freedom, more experiences, more opportunities to recreate, places to explore, visit and enjoy different cultures, different cuisine, discover unknown places, practice outdoor activities and sports in a personal way Guapi -Guamán et al., (2020) . An important finding in the research conducted by Cong et al., (2019) is that the increase in rural tourism depends on the improvement of landscape elements. Taking landscape as a study, elements such as the desire to “get away from the hustle and bustle of the city,” experience the “natural beauty of the landscape,” and the availability of health services score higher than “residential qualities.” characteristics”, “food specialties”, “festival characteristics” and the degree of public service facilitation.

Rurality has played a crucial role in the evolution of tourism in Latin America, taking root in the collective imagination of large cities. This relationship between city and countryside is characterized by an inherent tension. Today, rural tourism offers an escape route for thousands of urbanites, while representing an opportunity to revitalize or even recover local economies (Korstanje, 2020).

After the COVI-19 pandemic, tourist preferences have taken greater interest in accommodations located in remote locations, that have sufficient amenities and personalized treatment, but that offer competitive prices, in spaces designed to be enjoyed as a family and/or as a couple; Likewise, although rural inns still have an important segment of travelers interested in their services, there is an important segment that prefers glamping areas and tourist campers for their trips (Carrillo Rosero y otros, 2022).

(Aguirre Torres & Ríos Bohórquez, 2022)propose agrotourism as a local tourist offer in conjunction with owners of productive agricultural farms in the canton of San Francisco del Milagro, this plan promotes the development of companies, causing a slight positioning in and that, on the contrary, it is considered a city of passage or that only presents visits in months, considered as stationary temporality.

In the study carried out by Morón-Corujeira & Fusté-Forné, (2021) , there is an increase in the appreciation of new forms of tourism that are closer to local customs, such as gastronomic or rural tourism, associating them

with *furanchos*. These establishments offer tourists an authentic experience of regional cuisine and rural traditions. This phenomenon has experienced notable growth in recent years, as tourists seek different experiences, showing a particular interest in the gastronomy characteristic of the destinations they visit. Dixit & Prayag, (2022) classify the consumption of gastronomic tourism into three classes, that is, observational (for example, gastronomic shows), experiential (for example, wine tourists) and participatory (for example, cooking classes), depending on the nature of participation in the experience. The three classes are not mutually exclusive and there is growing recognition that these types of experiences can also occur in a mediated environment, with a fully immersive online experience becoming more popular during COVID-19.

From the perspective of (Okomus, 2020) the essential elements of gastronomic tourism, they encompass the creation of unique experiences, the search for authenticity through culinary experiences, the incorporation of gastronomy in the promotion of destinations, and the integration of gastronomic tourism with sustainability. This form of tourism gives travelers the opportunity to explore new flavors, textures and cultures, discovering local gastronomic heritage, culinary traditions and authentic culinary delights and beverages (Jam et al., 2011). The integration of gastronomy and tourism involves carrying out an analysis of destinations in order to enhance culture and heritage through gastronomic heritage, strengthening the historical heritage of the people (Amaya Cocunubo et al., 2023).

A study carried out by Menor-Campos et al., (2022) on Cordoba gastronomy indicates that visitors express the greatest interest in significantly different perceptions in relation to the attributes of local cuisine, with traditional gastronomy being valued to a greater extent. the prices and quality of the food, the atmosphere of the establishments, and the service and hospitality. However, the possibilities for improvement in terms of innovation, new flavors in dishes or the variety of local gastronomic specialties would be the subject of study.

Tourism is part of the dynamics of the gastronomic landscape, providing an intercultural context in which the destination's food acts simultaneously as an attraction and a source of income. Kitchens represent a way of exploring the identity of a territory. These, as well as the use of certain ingredients, are a crucial example among the practices of the gastronomic landscape in rural contexts (Gutiérrez-Sánchez et al., 2024).

In the article published by TorresCabezas, (2021) on the public management of gastronomic tourism in Ecuador, it is identified that 68% of the tourists surveyed enjoy gastronomy as the main motivation for visiting the canton, 47% rate it as "high". the potential of its gastronomic resource and 87% indicated that they were aware that gastronomic tourism in other countries such as Mexico, Italy or Peru has received a lot of attention and is an alternative for development, especially for rural destinations due to the inclusion of actors and sectors which enables.

The largest amount of offer corresponds to visits to markets or food producers in the countryside (46%), followed by gastronomic events such as festivals or fairs (40%). In third place, cooking workshops and classes (32%).

On the other hand, López Eraso et al., (2024) Explores the concept of authenticity in terms of the use of tourist destinations, the relationship between food and tourism, especially the foods produced and sold by market traders, and the various uses of authenticity by merchants and tourists, considered important factors for the gastronomic satisfaction of tourists, when evaluating some elements such as the quality of the food, the image of the food, gastronomic identity, cultural experiences and the taste for food in traditional gastronomy, which are relevant in the positive evaluation of food consumption by visitors

Gastronomy is presented as a unique attraction for tourism in the development of experiences for visitors and tourists that can link their memories with the ways of preparing and serving the table, when planned to achieve this objective and can contribute to the memory of past experiences. . This memory can be mobilized without considering the previous expectations of the tourist, who can look for other attractions or motivations in the destination beyond the gastronomic experience. One of the potentials of destinations is to associate the emotional memory of food and gastronomy with other tourist attractions, providing new cultural perspectives combined with the elements that make up restoration planning Sartori et al., (2021). Food heritage is based on biocultural processes, from the preparation to the moment of food service, as well as the integration of endemic

foods that make up a traditional recipe, regardless of its origin, it has ancestral and cultural techniques. (Esponda-Pérez & Galindo- Ramírez, 2023).

Morgán-Medina et al., (2024) Analyze three types of tourism in the border region of Baja California; gastronomic, oenological and health tourism, the results obtained in the study show that the trends of the aforementioned specialized tourism (wine tourism, gastro tourism and health tourism) would have boosted the economic activity of the region during the pandemic, encouraged by a regional cross-border visitor residing in the US, specifically from southern California.

Osorio García, (2023) categorizes international tourism trends such as: labor flexibility, digital marketing and the collaborative economy, in which young groups are seeking to “compensate for time”, multiplying their outings on adventure trips. , experiential and collaborative, which will be complemented in the near future with virtual trips in the metaverse; opting for intelligent destinations, with a wealth of “authentic” experiences and an incursion into local life, in terms of national tourism trends, they lean towards the preference of outdoor and nature destinations but for different reasons, offering authenticity and immersion. local for the generations of young people. Both preferences, those of older people and young people, will favor tourism in rural areas, but they realize that cultural heritage will remain as a complement to the trip.

Experiential tourism, combining cultural and recreational elements, is presented as a significant alternative to enrich the tourist experience in urban environments, highlighting the importance of authenticity and innovation in the gastronomic offer.

#### *Preferences in Gastronomic Tourism*

(Morán y otros, 2023) identify the existence of several definitions of the term “gastronomic tourism”, referring to a complementary activity that a tourist considers doing when visiting a destination or that the destination considers as part of the package of activities that can be offered in a certain place.

For Moral-Cuadra et al., (2020), the tourism-gastronomy binomial is today key as a result of the growing interest in culinary elements as tourist products. Gastronomy is configured as a cultural element, with its own identity, which represents the idiosyncrasy of a certain place. The use of the aforementioned binomial is key in the development not only of the economic but also social and environmental aspects of the area in which it is inserted, taking advantage of elements specific to the area, and considering the correct development of sustainable activities.

The gastronomic variety that plays a crucial role in boosting local tourism. Local gastronomy is based on: typical dishes, their origins, ingredients and elements of the cultural legacy of a town, assuming great importance as a cultural tourist product, being key in the enhancement of a tourist destination (Gavilanes González y otros, 2024).

An example of gastronomic preferences or experiences that tourists have chosen is street food. A study carried out in India describes the evolution of the popularity of the Indian street food market, analyzing the preference of this food specifically in foreign tourists. et al., (2020). Tourism has been an option for economic development from the local to the national level. In recent years, the tourism trend has changed as tourists seek to live the real experience to enjoy the culture of each location. As a productive activity, street food is identified as a local component within informal activities and that, in emerging economy countries such as Mexico, is closely related to economic development and unemployment rates (Chaisatit y otros, 2020).

Studies such as that of Martín et al., (2020) conclude that tourists who are most attracted to the gastronomy of a place generally have greater purchasing power, indicating that visitors who come to Córdoba Spain, according to the gastronomic satisfaction experienced, They have a higher degree of demand, in relation to aspects such as the uniqueness and authenticity of local gastronomy or its quality. Concluding that tourists who are most attracted to the gastronomy of a place generally have greater purchasing power.

Another tourist experience considered as an area of opportunity, which has increased its interest and study, is that of gastronomic routes, allowing the development of local economies and positioning tourist destinations with great potential, thanks to their beaches and gastronomy. It is important to consider the opportunity that

the tourist has to be the main actor in living the experience of traveling the gastronomic routes (Villagómez Buele et al, 2019) . An example is the creation of a gastronomic route in the City of Quito Ecuador, which demonstrates the wide offer that allows Quito cuisine to be consolidated in the Historic Center as a primary tourist attraction and with it the main characteristics that have allowed it to develop. gastronomic tourism in the center of this city, a trend that currently includes cultural, historical elements, traditional knowledge and flavors that have valued the diversity of products, preparations and gastronomic offerings that are part of the nutritional dynamics of their daily lives. (Romero-Corral , 2018).

The Gastronomic Routes are organized around a key product that characterizes it and gives it its name. The route must offer those who travel it a series of attractions and activities related to its distinctive elements: food, agricultural production, rural activities, entertainment in nature and activities typical of the regional culture. They are organized with the aim of: consolidating the regional productive culture, and valuing regional foods (Navarrete Torres & Aparicio, 2018).

Interpretation in gastronomy reflects the conditions that influence people's life decisions and the perceived results of these choices. Human beings construct and reconstruct their social reality through interaction with other members of society. Gastronomic routes, being one of the forms increasingly used in tourism due to the value it transmits, its relationship with the subjective, emotional worlds and as experiences from the tasting of food, influence both the quality of life of the tourist and the communities that generate it and are developed from relationships of collaboration, acceptance and approval that influence identities, memory and local development that contribute to perfecting the management and conservation of cultural meanings (Quesada Cabrera & Soler Marchan, 2023).

Visiting primary and secondary food producers, gastronomic festivals, restaurants and specific places where tasting dishes and/or experimenting with the attributes of a region specialized in food production is the main reason for taking a trip. . The identification of a strong (gastronomic) product within a delimited territory achieves the specialization of the context around the product, in such a way that an entire experience is created for the tourist that allows generating regional development (Prieto Delgadillo & Triana Valiente, 2019).

(Iparraguirre, 2016)It conceptualizes the role of leisure in global tourism, which is characterized based on tourists' search for outdoor activities, in direct contact with "the natural" and "the cultural-traditional" of a rural environment. The desire to experience and participate in productive activities stands out, whether in the production of raw materials, in the preparation of homemade foods, in the tasting of regional gastronomy, in getting closer to everything that is “artisanal”, in addition to all the activities recreational activities such as walks, visits and excursions. The natural and geographical environments house a cultural wealth of great importance for local communities. Community tourism practices represent a way to apply sustainability, as they are linked to the identity, nature and culture of these communities. This is achieved through the training and motivation of the inhabitants, encouraging the celebration of popular festivals, the development of traditional gastronomy and promoting the connection with one's own cultural roots (Yolanda Sarabia Molina y otros, 2022).

On the other hand, Lenis Escobar et al., (2020) analyze the gastronomic experiences of tourists in Córdoba Spain through the following values: “the gastronomy of Córdoba has a good smell”, “the gastronomy of Córdoba has a good flavor”, “the gastronomy of Córdoba is different from what I normally eat” “the gastronomy of Córdoba allows me to have an authentic culinary experience”. Concluding that everything related to the culinary culture of the places a person visits has increasingly more relevance and importance. Due to this, gastronomic tourism is increasingly seen as a way to promote, or consolidate, certain tourist destinations. In this sense, going to a specific restaurant or simply appreciating and getting to know the gastronomy of a certain region or town can become, in itself, the main motivation for making a trip.

Petrucci et al., (2022) address the food, tourism and agrodiversity of Quebrada de Humahuaca. identifying the gastronomy offered to tourists that includes traditional preparations with Andean products that are combined with other preparations and innovative products. Defining the gastronomic establishments that diners visit, in three types: those frequented by residents of Humahuaca and tourists (63% of establishments), *only by tourists* (25%) and only by residents (13%).



In the city of Riobamba, food heritage has great importance in cultural tourism due to its vast gastronomy, which is linked to key elements for tourism development, such as its customs and traditions. Typical gastronomy is considered the transmission of culinary practices by generations over the years, while traditional gastronomy is linked to town festivities (Villalva & Inga, 2021).

The gastronomic preferences of tourists in rural and urban settings are influenced by a multitude of factors, including cultural, experiential and environmental elements. Understanding these preferences is crucial for developing personalized culinary experiences that meet the diverse needs of tourists in different environments.

#### *Tourist Attractions in Urban and Rural Environments*

The urban and rural environments are home to a wide variety of national and international tourist attractions, which not only captivate visitors but also enrich their travels with a unique blend of heritage, adventure and serenity. From iconic monuments in cities to hidden natural treasures in the countryside, these experiences offer unparalleled exploration. Therefore, we focus on identifying and analyzing studies on the most relevant attractions in both environments, as well as highlighting their main characteristics that have allowed them to stand out.

Food attractions belong to the food culture of a place and can be both new and traditional. An example is São Paulo, which has a large part of its attractiveness associated with the dynamism of the gastronomic sector, the appearance of new establishments, street food places, the arrival of foreign businesses to the city or the creation of new forms of food service. On the other hand, there is a whole range of traditional festivals and gastronomic fairs spread throughout Brazil, in addition to countless typical foods and drinks, which are offered not only in restaurant establishments, but also at events, in places where products are sold. . and other ventures organized based on routes, itineraries and tourist circuits (Gimenes-Minasse, 2023).

The main motivation of tourists when visiting a specific place is to be able to live a pleasant gastronomic experience, which is why the experiences that should be offered to tourists are not only to taste a typical dish but also to give them the opportunity to learn about it. where the food comes from and what is the preparation that is given to each food and above all create a sense of belonging with the purpose of protecting ancestral food knowledge by creating strategies that allow being part of tourism development and mainly maintaining customs and identity of traditional gastronomy that must be rescued and disseminated to last over time (Inga-Aguagallo et al., 2021).

Marticorena Landauro et al., (2023) Explore the aesthetic quality of landscapes and its influence on ecotourism intentions, focusing on the case of the Cerros de Amotape National Park in Peru, highlighting the importance of environmental factors to attract tourists to the areas. rural zones. These references collectively contribute to understanding the multifaceted nature of tourist attraction in urban and rural environments, encompassing economic, social and environmental dimensions.

Tourists seek to live new experiences, such as rural community tourism, with the aim of empowering local communities and allowing them to improve their quality of life through the creation of their own tourism products. This not only promotes the conservation and protection of the community's natural and cultural resources, but also opens up opportunities for development within its own environment. This approach values the environmental, cultural, political, economic and social dimensions, providing a comprehensive vision of the potential for sustainable development in these areas (Martínez-Salgado & Baca Herrera, 2022). Rural tourism in Mexico has followed two routes in its incorporation into public policy: that of institutionalized rural tourism and that of indigenous rural tourism, both aligned with the search to diversify the country's international tourism offer (Osorio González et al., 2024) .

Rural tourism in Mexico has historically been incipient and marginal compared to other tourism modalities, such as sun and beach tourism, which has limited attention to both supply and demand problems. However, it is observed that tourists who frequent recreational spaces in rural areas tend to be people with a social, educational and professional profile who demonstrate a greater interest in enjoying the countryside as a tourist destination. These tourists usually show a higher level of awareness about the importance of valuing natural and cultural resources through their consumption practices (García Rodea et al., 2023) .

Fernández-Arroyo López-Manzanares & Martínez Sánchez-Mateos, (2017) They propose the georeferencing of the tourist assets of a territory, based on the natural and cultural resources that serve as the main tourist attractions in a region. Tourism Geography integrates concepts from various subdisciplines to support the choice of a center from which to organize the stay at the destination. Result of rational decisions made by consumers, with the aim of maximizing the return on investment during the tourist trip.

In Bogotá, market squares are places where you can find gastronomic alternatives that reflect customs, daily life and characteristics of the territory, then they tend to become tourist attractions. The tourism potential of market squares as meeting scenarios due to their geographical location, tradition, sociocultural dynamics, resources and attractions for the development of tourist activity, the existing resources in each market square generate dynamics of differentiation taking into account the particularity of each of them, since the recognition and identification of the characteristics of the market places, allowing us to know their potential and generate differentiation in the tourism product (Rubio Huerta et al., 2022).

The positive impacts of ecotourism and cultural tourism are seen in the conservation of strategic ecosystems, the sustainable use of natural spaces, economic diversification, the endogenous development of communities through the creation of businesses and generation of employment with a constant source of income. income, the adoption of new work practices, the improvement of business skills, the conservation of nature, the strengthening of community identity and cohesion, the conservation of tangible and intangible cultural assets and the push for activities related to arts, crafts and municipal creativity (Cruz Rodríguez, 2021).

Architecture, and more recently the urban context, have been present as a resource of interest for trips seeking a cultural experience, with buildings designated as heritage being those that arouse the greatest interest on the part of travelers and tourists, derived from their significance. historical, symbolic and identity that they represent for the site visited (Bárcena Barrios & Cárdenas García, 2024). (Francesconi & Arbusti, 2024) They relate travel experiences with tourist inns as a combination of tradition and innovation, forming part of modern tourist attractions, due to the image, tourist quality, preservation and natural spaces.

Sustainable tourism has aroused interest due to its very striking attractions at the national level such as sanctuaries generating very strong religious tourism, conditions suitable for the transfer of tourists, the existence of natural and cultural resources, convenient for the implementation of sustainable tourism in the urban area (Arévalo-Calle et al., 2024). Sustainable tourism proposes urban strategies that take advantage of the strategic location, diversify festivities, use technological innovation and strengthen municipal management and security. In addition, it highlights the importance of preserving the history of a city, for future studies (Chico-Brito & Moreno-Gavilanes, 2024).

Morales Loya and Fusté-Forné, (2021) reveal the close relationship between tourism and the wine sector, highlighting the importance of responsible production and consumption to ensure the preservation of heritage. In addition, the promotion of strategies for the development of sustainable gastronomic tourism is emphasized.

Religious tourism, in the case of sanctuaries in Mexico, has become a current topic of analysis to integrate them as a large-scale tourism option to strengthen social and cultural life, both local and national, at two levels. The first level is the economic factor, because the fact of conditioning the sanctuaries as a tourist product allows for a greater economic benefit, and, on the other hand, knowledge of the cultural life and religious manifestations that take place in these venues is strengthened. sacred identity and community (Castrejón Mata & Zurita Mézquita, 2024)

The agricultural sector is another rural tourism proposal that leads many towns to create experiences and activities that contribute to sustainable rural development by attracting visitors. The visit of a tourism that seeks direct contact with nature and with those products that are generated in it and the possibility of connecting and interacting with the producer, in the middle of an environment that is far from the normal purchasing activity, has promoted an opportunity for a group of people who are part or have been part of an agricultural exploitation (Vallbona & Plana-Farran, 2023).



One of the tourism modalities that has gained the greatest strength in rural areas is that which combines agriculture, food production, local cuisine and the availability of fragmented free time. An example is wine tourism, which has meant not only a productive restructuring of the territory, but also and perhaps more importantly, has evidenced the emergence of new territorialities articulated around the production, circulation and consumption of symbolic aspects associated with the culture of the rural characteristics of the space already came (Thomé-Ortiz et al., 2019).

## CONCLUSION

The key results of this systematic review provide a detailed view of current trends in the relationship between tourism and gastronomy in urban and rural settings. The growing importance of experiential tourism in urban environments is highlighted, where authenticity and innovation in the gastronomic offer play a fundamental role in the tourist experience. Likewise, it is evident that, in rural environments, the quality and uniqueness of local gastronomy are aspects valued by tourists with medium-high purchasing power. These findings contribute significantly to the field of gastronomic tourism by highlighting the diversity of preferences and experiences in different contexts. In response to the research objective of identifying current trends in the relationship between tourism and gastronomy in urban and rural environments, this systematic review has managed to exhaustively compile and analyze the existing literature in this field. A variety of factors have been identified that influence the gastronomic experience of tourists in urban and rural settings, providing a comprehensive view of emerging and established trends in this area. This systematic review article has made it possible not only to identify current trends in the relationship between tourism and gastronomy in urban and rural environments, but has also highlighted the need for future research that delves into aspects such as the influence of technology on tourist gastronomy, gastronomic preferences in rural and urban environments, and the impact of gastronomic events on tourist attraction. These reflections open the door to new research directions that could further enrich the field of gastronomic tourism and its relationship with urban and rural environments.

## REFERENCES

- Arévalo-Calle, JP, Castillo-Ortega, Y., & Cabrera-Trimino, GJ (2024). Actions to integrate sustainable tourism into the urban development of the Biblián canton. *MQRInvestigar*, 8 (1), 3680-3715. <https://doi.org/https://doi.org/10.56048/MQR20225.8.1.2024.3680-3715>
- Aguirre Torres, G., & Ríos Bohórquez, W. (2022). Scientific Magazine Science and Technology Vol 22 No 35 pages 37-51 <http://cienciaytecnologia.uteg.edu.ec> Sociodemographic profile of the tourist versus the resident perception in relation to agrotourism in the Milagro canton. *Scientific Magazine Science and Technology*, 22 (35), 37-51. <https://doi.org/https://doi.org/10.47189/rcct.v22i35.551>
- Amaya Cocunubo, IF, Guzmán Ramos, HF, & Velandia, YM (2023). Tourism competitiveness of rural destinations through gastronomic management. *Aglala*, 14 (2), 72-80. <https://revistas.uninunez.edu.co/index.php/aglala/article/view/2347>
- Bárcena Barrios, JE, & Cárdenas García, S. (2024). The morphological significance in the. In GJ Quintero Venegas, G. López Pardo, & AM Castro Pérez, *The morphological transcendence in the touristification phenomena of the Magical Towns. An architectural vision. Economic tertiarization, depeasantization and new ruralities in the Towns* (pp. 55-70). PASOS, Tourism and Cultural Heritage Magazine.
- Carrillo Rosero, DA, Gavilanes González, EP, & López Zea, MA (2022). Tourist preferences in a post-COVID-19 pandemic environment. *Contemporary dilemmas: Education, Politics and Values*, 1 (73), 1-17. <https://doi.org/https://doi.org/10.46377/dilemas.v10i1.3293>
- Castrejón Mata, C., & Zurita Mézquita, E. (2024). The service marketing mix: bases for analyzing religious tourism of Marian sites in the Bajío de México. 2nd ed. Mexico City: Fontamara Editorial. *Steps*, 22 (2), 399-403. <https://doi.org/https://doi.org/10.25145/j.pasos.2024.22.027>
- Chaisatit, N., Bautista Hernández, A. d., Sosa Rodríguez, JO, & Silvestre Campos, MA (2020). Street food as an alternative to entrepreneurship in tourism-gastronomic development in the Las Brisas area, Manzanillo. *Emprennova*, 1 (2), 74-85. <https://revistas.uaq.mx/index.php/emprennova/article/view/333>
- Chico-Brito, FJ, & Moreno-Gavilanes, KA (2024). Urban brand management plan based on the architectural, cultural and tourist factors of the city of Ambato. *MQRInvestigar*, 8 (1), 1-21. <https://doi.org/https://doi.org/10.56048/MQR20225.8.1.2024.1-21>
- Cong, L., Zhang, Y., Ching-Hui, (. S., Ming-Hsiang, C., & Wand, J. (2019). Understanding tourists' willingness-to-pay for rural landscape improvement and preference heterogeneity *Sustainability*, 11 (24), 1-20.
- Cruz Rodríguez, NJ (2021). Ecotourism and cultural tourism: positive and negative impacts in the department of Boyacá, Colombia. *Tourism and heritage* (17), 29-43. <https://doi.org/https://doi.org/10.24265/turpatrim.2021.n17.02>

- from Albuquerque Meneguel, CR, & Rivera Mateos, M. (2022). Current perspectives of gastronomic tourism according to the contributions of the international scientific-professional congress of cultural tourism (Córdoba, Spain). *PODIUM: Sport, Leisure and Tourism Review*, 10 (3), 114-139. <https://doi.org/https://doi.org/10.5585/podium.v10i3.17717>
- Dixit, S.K., & Prayag, G. (2022). Gastronomic tourism experiences and experiential marketing. *Tourism Recreation Research*, 47 (3), 217-220. <https://doi.org/https://doi.org/10.1080/02508281.2022.2065089>
- Esponda-Pérez, JA, & Galindo-Ramírez, SM (2023). Food practices in Ocozocoautla de Espinosa, Chiapas: social and cultural analysis of the Zoques. *Journal of Agricultural and Natural Resources Research and Innovation*, 10 (2), 126-133. <https://doi.org/https://doi.org/10.53287/cwjo8387ym15b>
- Fernández-Arroyo López-Manzanares, A., & Martínez Sánchez-Mateos, HS (2017). Access to rural destinations: a perspective for territorial planning of tourism in an inland region (Castilla-La Mancha). *Tourism Notebooks* (40), 251-272. <https://doi.org/https://doi.org/10.6018/turismo.40.309691>
- Francesconi, A., & Arbusti, I. (2024). The paradorsos tourism portal. es: Narration strategies and translation proposal into Italian with special attention to gastronomic lexicon. *Transfer*, " Electronic journal on Translation and Intercultural Studies, 19 (1-2), 1-27. <https://doi.org/10.1344/transfer.2024.19.42919>
- Fusté-Forné, F. (2016). The landscapes of culture: gastronomy and culinary heritage. *Dixit*, 24 (1), 4-16. <https://doi.org/https://doi.org/10.22235/d.v0i24.1166>
- García Rodea, LF, Thomé Ortiz, H., González-Domínguez, I., & López-Carré, E. (2023). Analysis of the tourist profile and its relationship with the demand for rural tourism in the State of Mexico (Mexico). *The Sustainable Journey* (44), 85-104. <https://doi.org/https://doi.org/10.36677/elperiplo.v0i44.16266>
- Gavilanes González, EP, Córdova Vásquez, FG, Chávez Fonseca, LG, & Carrillo Rosero, DA (2024). Analysis of the traditional gastronomy of Ambato and its contribution to the promotion of local tourism. *Contemporary dilemmas: Education, Politics and Values*. (3), 1-14. <https://doi.org/https://doi.org/10.46377/dilemas.v11i3.4248>
- Gimenes-Minasse, M. (2023). Gastronomic tourism: characteristics & concept. *Brazilian Journal of Tourism Research*, 1-12. <https://doi.org/https://doi.org/10.7784/rbtur.v17.2791>
- Guapi-Guamán, FI, Moreno-Manzo, JS, & Cherez-Bahamonde, RC (2020). Experiential tourism, sports and traditional games: New perspective for local tourism development. *Koinonía Interdisciplinary Refereed Journal*, 5 (10), 904-919. <https://doi.org/https://doi.org/10.35381/rkv5i10.884>
- Gupta, V., Sajani, M., & Gupta, R.K. (2020). Street foods: contemporary preference of tourists and its role as a destination attraction in India. *International Journal of Culture, Tourism and Hospitality Research*, 14 (1), 136-154. <https://doi.org/https://doi.org/10.1108/IJCTHR-07-2018-0092>
- Gutiérrez-Sánchez, C., Moreno-Santoyo, R., Reyes-Orta, M., & Leyva-Aguilera, JC (2024). The cuisine of rural restaurants and its adaptation to the landscape in the Valle de Guadalupe, Baja California, Mexico. *Environmental Challenges* (8), 26-54. <https://doi.org/https://doi.org/10.53010/PAUR5443>
- Inga-Aguagallo, CF, Avilés-Peñañiel, CE, & Garrido-Patrel, AM (2021). Ancestral food knowledge and development of gastronomic tourism in the Cañar Canton. *Pole of Knowledge: Scientific-professional Magazine*, 6 (9), 1679-1691. <https://doi.org/http://polodeltrabajo.com/ojs/index.php/es>
- Iparraguirre, G. (2016). Social dynamics of rural tourism: imaginaries and cultural rhythms. *Sierras de la Ventana, Argentina. STEPS. Journal of Tourism and Cultural Heritage*, 14 (4), 827-842. <https://doi.org/https://doi.org/10.25145/j.pasos.2016.14.054>
- Jam, F. A., Sheikh, R. A., Iqbal, H., Zaidi, B. H., Anis, Y., & Muzaffar, M. (2011). Combined effects of perception of politics and political skill on employee job outcomes. *African Journal of Business Management*, 5(23), 9896-9904.
- Korstanje, M.E. (2020). COVID-19 and rural tourism: an anthropological perspective. *Tourist dimensions*, 4 , 179-196. <https://doi.org/https://doi.org/10.47557/CKDK5549>
- Lenis Escobar, A., Rueda López, R., García-Moreno Cargia, M. d., & López-Felipe, T. (2020). Relevance of gastronomy in foreign people who visit the city of Córdoba (Spain). *Espacios Magazine*, 41 (43), 38-52.
- Li, H. X., Hassan, K., Malik, H. A., Anuar, M. M., & Khan, T. I. (2022). Impulsive and compulsive buying tendencies and consumer resistance to digital innovations: the moderating role of perceived threat of COVID-19. *Frontiers in Psychology*, 13, 912051.
- López Eraso, NL, Rosero Sarasty, Ó. M., & Riascos Eraso, SC (2024). Conceptual relationship between knowledge transfer, innovation and customer satisfaction in gastronomic tourism 2012-2023. *Trends*, 25 (1), 296-321. <https://doi.org/https://doi.org/10.22267/rtend.242501.250>
- Martícorena Landauro, PE, Luy Navarrete, WA, Morán Baca, AI, Puño Rojas, LA, & Obeso Orbegoso, EM (2023). Aesthetic quality of the landscape and its implication in the intention to visit for Ecotourism purposes. The case of the Cerros de Amotape National Park (Peru). *Ciencia Latina Multidisciplinary Scientific Magazine*, 7 (2), 3747-3765. [https://doi.org/https://doi.org/10.37811/cl\\_rcm.v7i2.5608](https://doi.org/https://doi.org/10.37811/cl_rcm.v7i2.5608)
- Martín, JC, Román, C., López Guzmán-Guzmán, T., & Moral Cuadra, S. (2020). A fuzzy segmentation study of gastronomical experience. *International Journal of Gastronomy and Food Science*, 22 , 1-10. <https://doi.org/https://doi.org/10.1016/j.ijgfs.2020.100248>

- Martínez-Salgado, O., & Baca Herrera, I. (2022). Rural community tourism: challenge for communities in western Nicaragua, opportunity to improve economic resources. Pls-sem approach. *Notes on Economy and Society*, 3 (2), 67-78. <https://doi.org/https://doi.org/10.5377/aes.v3i2.15491>
- Menor-Campos, A., Hidalgo-Fernández, A., & López-Felipe, T. (2022). Local gastronomy, culture and tourism in World Heritage Cities: the behavior of foreign tourists. *Tourism Research Magazine* (23), 140-161. <https://doi.org/https://doi.org/10.14198/INTURI2022.23.7>
- Moher, D., Liberati, A., Tetzlaff, J., & Altman, D.G. (2009). Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement. *Annals of internal medicine*, 151 (4), 264-269. <https://doi.org/https://doi.org/10.7326/0003-4819-151-4-200908180-00135>
- Mongollón-Hernández, JM, Di-Clemente, E., & López-Guzmán, T. (2015). Gastronomic tourism as a cultural experience. The practical case of the city of Cáceres (Spain). *Bulletin of the Association of Spanish Geographers*. (68), 407-427.
- Moral-Cuadra, S., Acervo de la Cruz, R., Rueda López, R., & Salinas Cuadrado, E. (2020). Relationship between consumer motivation and the gastronomic experience of olive oil tourism in Spain. *Sustainability*, 12 (10), 1-15. <https://doi.org/https://doi.org/10.3390/su12104178>
- Morales Loya, M., & Fusté-Forné, F. (2021). Sustainable gastronomic tourism for the preservation of culinary heritage: the wine routes in Girona (Catalonia, Spain) and Querétaro (Mexico). *Tourism and Heritage* (17), 45-60. <https://doi.org/https://doi.org/10.24265/turpatrim.2021.n17.03>
- Morán, V., Salazar Duque, D., & López, P. (2023). Dimensions and indicators for the evaluation of gastronomic tourist destinations. *Kalpna-Journal of Research* (25), 66-87. <https://publicaciones.udet.edu.ec/index.php/kalpna/article/view/165>
- Morgán-Medina, JC, Yance Carbajal, CL, & Garaicoa Fuentes, FL (2024). Behavior of the new trends in cross-border tourism in Tijuana since covid: gastronomic, wine and health tourism. In JA Ivars Baidal, & JC Soares, Post-covid tourism in Ibero-America, recovery and/or transformation? (pp. 99-122). Scientific Committee.
- Morón Corujeira, N., & Fusté Forné, F. (2021). The food and wine tradition and tourism: the case of the furanchos (Galicia, Spain). *International Journal of Tourism, Business and Territory*, 5 (2), 146-161. <https://doi.org/https://doi.org/10.21071/riturem.v5i2.13560>
- Waheed, M., & Jam, F. A. (2010). Teacher's intention to accept online education: Extended TAM model. *Interdisciplinary Journal of Contemporary Research in Business*, 2(5), 330-344.
- Navarrete Torres, M. d., & Aparicio, CG (2018). Gastronomic tourism: flavor and tradition. *Gastronomic Tourism. Journal of Tourism and Heritage Research: JTHR*, 1 (3), 23-40.
- Okomus, B. (2020). Food tourism research: a perspective article. *Tourism Review*. Emerald Publishing Limited, 76 (1), 38-42. <https://doi.org/https://doi.org/10.1108/TR-11-2019-0450>
- Osorio García, M. (2023). Cultural tourism products in rural areas. Trends for its development in the short and medium term. In D. Castro-Ricalde, O. Trejoluna Puente, & I. Rodríguez Herrera, Cultural tourism products (pp. 23-52). Santi Editions.
- Osorio González, R., González Damián, A., & Hernández Lara, O. (2024). Rural tourism in Mexico. A historical and sociostructural traceability in rural areas. *PASOS Journal of Tourism and Cultural Heritage*, 22 (1), 43-55. <https://doi.org/https://doi.org/10.25145/j.pasos.2024.22.003>
- Petrucci, N., Acosta, EM, Lambaré, DA, Pochettino, ML, & Hilgert, IN (2022). The relationship between gastronomic tourism and agrobiodiversity in Humahuaca (Jujuy, Argentina): a vision from ethnobotany. *Bulletin of the Argentine Botanical Society*, 57 (1), 81-90.
- Prieto Delgadillo, MF, & Triana Valiente, MF (2019). Gastronomic routes in the department of Meta. A proposal for tourism sustainability. *Tourism and Society*, 25 , 169-194. <https://doi.org/https://doi.org/10.18601/01207555.n25.09>
- Quesada Cabrera, RD, & Soler Marchan, SD (2023). The heritage gastronomic tourist routes are a necessary approach regarding the birth of the Jagua route in the City of Cienfuegos. *Conrad*, 19 (91), 519-530.
- Romero-Corral, J.F. (2018). Gastronomy as a primary tourist attraction in the historic center of Quito. *INNOVA Research Journal*, 3 (11), 194-203. <https://doi.org/https://doi.org/10.33890/innova.v3.n11.2018.813>
- Rubio Huerta, LM, Rodríguez Corredor, MA, Cote Daza, SP, & Barón Chivara, JA (2022). Market squares as territorial spaces for gastronomic tourism, appreciation of typical Bogota gastronomy. *Cuadernos de Geografía: Revista Colombiana de Geografía*, 31 (1), 128-145. <https://doi.org/https://doi.org/10.15446/rcdg.v31n1.88754>
- Sartori, A., Cruz, RA, & Tricarico, LT (2021). Food affective memory: a concept for the development of experiences in gastronomic tourism. *Rosa dos Ventos*, 13 (4), 1007-1019. <http://www.ucs.br/etc/revistas/index.php/rosadosventos/article/view/9034>
- Thomé-Ortiz, H., Contreras, DD, & de Oliveira Santos, E. (2019). Recreational use of wine heritage in central Mexico: A sociological approach to wine tourism as a territorial development strategy. In JC Picón Cruz, D. Caravaca Mendoza, A. Hernández Ulate, & L. Obando Villegas, Rural tourism experiences in Latin America and the Caribbean, National University of Costa Rica, Costa Rica (pp. 223-242). National University of Costa Rica.
- TorresCabezas, L. (2021). Situation of public management of gastronomic tourism in Ecuador: Progress to 2020 and pending areas of attention for its development. *Tourism and Heritage Journal*, 3 , 101-118. <https://doi.org/https://doi.org/10.1344/THJ.2021.3.7>

*Science Comics to Explore Thomson's Hypothesis about Negatively Charged Particle*

- Vallbona, MC, & Plana-Farran, M. (2023). Rural tourism and diversification in the agricultural sector: the “Fruiturisme” case. XXVIII Congress of the Spanish Association of Geography , 1365-1373. <https://doi.org/10.21138/CG/2023.lc>
- Villagómez Buele, CG, Arteaga Peñafiel, MU, & Molina Bravo, GH (2019). Gastronomic routes as a development factor: Esmeraldas-Ecuador Case. *Scientific Magazine Science and Technology*, 19 (21), 36-44. <https://doi.org/https://doi.org/10.47189/rcct.v19i21.240>
- Villalva, M., & Inga, C. (2021). Ancestral gastronomic knowledge and cultural tourism of the city of Riobamba, province of Chimborazo. *Chakiñan Magazine of Social Sciences and Humanities* (13), 129-142. <https://doi.org/https://doi.org/10.37135/chk.002.13.08>
- Yolanda Sarabia Molina, MY, Iñiguez Apolo, RM, & Magallan Parrales, HZ (2022). Community tourism: potential of the Salanguillo commune. *Pedagogical Sciences and Innovation Magazine*, 10 (2), 8-14. <https://doi.org/https://doi.org/10.26423/rcpi.v10i2.605>