

# Incidencia de la oferta de experiencias gastronómicas en el turismo creativo y el desarrollo sustentable en Mazatlán Sinaloa

## Impact of the offer of gastronomic experiences in creative tourism and sustainable development in Mazatlán Sinaloa

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### ABSTRACT

*The creative tourism industry, prioritizes the cultural and traditional attributes of the destinations, impacting sustainable development from various related activities with local cuisine. The goal is to stand out traditional attributes of the offer of creative and combined gastronomic experiences with the cultural knowledge of iconic tourist places from Mazatlan Sinaloa, Mexico; using the conditioning factors scheme, adaptable to a system of strategies sustainable tourism promotion that combines the local gastronomic offer with traditional historical principles, cultural and sustainable. With a qualitative methodological approach exploratory and descriptive type, the systematic analysis method was applied and the sapiens method for the development of the field study, implementing the elBulli model; starting from observation, semi-structured interview was used to 12 creative tourism entrepreneurs. It was found that tourism promotion strategies, creative and combined, facilitate the achievement of the Sustainable Development Goals, highlighting as main contributions that the active participation of women in equal opportunities for leadership, allows the promotion of beneficial and sustainable tourism by creating jobs and decent work, entrepreneurship creative and innovative that highlight cultural expressions, preserved to make cultural heritage visible and natural destinations. With the model, it is part of conceptualizing the ideas that arise by spontaneity to materialize them with cognitive acuity through conditioning aspects to transit of the semantic, historical and conceptual, to the systemic, cultural and sustainable of creative experiences.*

**Keywords:** Creative tourism, Sustainable development, Gastronomic experience, Creative gastronomy, ElBulli model

### RESUMEN

La industria del turismo creativo, prioriza los atributos culturales y tradicionales de los destinos, impactando en el desarrollo sustentable a partir de diversas actividades relacionadas con la gastronomía local. El objetivo es destacar los atributos tradicionales de la oferta de experiencias gastronómicas creativas y combinadas con el conocimiento cultural de lugares turísticos icónicos de Mazatlán Sinaloa, en México; utilizando el esquema de factores condicionantes, adaptables a un sistema de estrategias de promoción turística sustentable que compagine la oferta gastronómica local con los principios metodológicos tradicionales, culturales y sustentables. Con un enfoque metodológico cualitativo de tipo exploratorio y descriptivo, se aplicó el método de análisis sistemático y el método sapiens para el desarrollo del estudio de campo, implementando el modelo elBulli; partiendo de la observación, se empleó entrevista semiestructurada a 12 emprendedores de turismo creativo. Se encontró que las estrategias de promoción turística, creativa y combinada, facilitan el cumplimiento de los Objetivos del Desarrollo Sostenible, destacando como principales aportaciones que la participación activa de mujeres en igualdad de oportunidades de liderazgo, permite la promoción de un turismo beneficioso y sostenible al crear empleos y puestos de trabajo decentes, emprendimientos creativos e innovadores que destacan las expresiones culturales, preservadas para visibilizar el patrimonio cultural y natural de los destinos. Con el modelo, se parte de conceptualizar las ideas que surgen por espontaneidad para materializarlas con agudeza cognitiva mediante aspectos condicionantes para transitar de lo semántico, histórico y conceptual, a lo sistémico, cultural y sustentable de las experiencias creativas.

**Palabras clave:** Turismo creativo, Desarrollo sustentable, Experiencia gastronómica, Gastronomía creativa, Modelo ElBulli.

## INTRODUCTION

Tourism is considered a relevant factor in the social, economic, cultural and environmental spheres, and has undergone transformations driven by the changing needs of society. In daily life, work or travel, the behavior of people who travel is often inappropriate or contrary to actions to care for and protect the environment. This type of behavior should be discouraged, if what is proposed is to encourage sustainable well-being and development from tourism activity. Pan, Ren & Fang (2024) critically argue that the uncivil behavior of tourists negatively alters tourism development and consider that a positively civic attitude of tourists and hosts is necessary to encourage service and attention that promotes economic, social and environmental development to favor sustainable development.

Since the concept of "Sustainable Development" was introduced in 1992 through the World Conference on Sustainable Tourism, the concept of sustainability has been sought to be applied in various areas, including tourism, fulfilling this purpose and with the support of UNESCO (2021), the World Tourism Organization (UNWTO), the United Nations Environment Programme and other international entities have implemented the concept of sustainability in the sector tourism; which is why, based on the global need for sustainable development that integrates economic activities with social and environmental activities, tourism models aligned with the Sustainable Development Goals (SDGs) emerge.

In this sense, this research gives importance to the analysis of creative gastronomic experiences as a creative tourism strategy to contribute to sustainable development, in order to understand the impact, contribution and areas of opportunity, for future adaptations to the cultural tourism models that the Ministry of Tourism has promoted (May 14, 2015) to explore, Understand and appreciate the set of distinctive factors of a place, both spiritual and material, intellectual and affective, that define a specific destination.

The approach suggests providing reflections and tourism alternatives aligned with the global trend with a local perspective. Hence, the central question of this study is: What conditioning factors of the iconic tourist places of Mazatlan, Sinaloa, are adaptable to a system of sustainable tourism promotion strategies that combine the local gastronomic offer with traditional, cultural and sustaina-

ble historical principles? Considering that the objective of the study is to highlight the traditional attributes of the offer of creative gastronomic experiences, combined with the cultural knowledge of iconic tourist places of Mazatlan Sinaloa; using the approach of conditioning factors adaptable to a system of sustainable tourism promotion strategies that combine the local gastronomic offer with traditional, cultural and sustainable historical principles.

### Literature review

As an essential aspect to enrich the argument, the theory of sustainable development, followed by the United Nations and the Economic Commission for Latin America and the Caribbean (1991), is taken up to highlight the need to achieve balance in the three axes of sustainability (economic, social and environmental).

At the international level, agreements have been established in response to the World Charter for Sustainable Tourism, formalized at the United Nations World Conference on Sustainable Tourism (1995) held in April of that year, as a formal instrument with which the international community, governments and other public authorities, public, private and social organizations related to tourism are called upon to adopt the principles and objectives for sustainable development.

### The sustainability of tourism

Hence, what is stated in Gutiérrez Garza (2007, p.57) gains strength when he argues that sustainable development is based on "the need for the intervention of both the State and society and its organizations to promote growth and income distribution, having as its center the mobilization of society and the care of life". which strengthens the ideas of González King-Kee (2016) Santos, et al. (2022), Noel Mansilla, Kiatkovski and Rossi (2021) when considering that creative tourism could be the engine of sustainable tourism development through responsible management of its tangible and intangible resources for the necessary promotion of "cultural and creative tourism", through cultural heritage, the arts, cultural and creative industries, recovering what was proposed in the United Nations Development Program (2021).

Hence, it is considered that creative tourism is based on creativity, actively involving the tourist in the develop-

ment of their creative potential through unique tourism experiences of sustainable basis through the participation and interaction of government, companies and society with broad expectations of learning, creating or exhibiting their talent, traditions and culture. For his part, Margallo Moscoso (2022), points out that consumption in the tourism industry is different from most economic sectors, due to the fact that the tastes and preferences of tourists change continuously; which is why currently, both Vu, et al. (2024) as Zhao, et al. (2024) propose the necessary promotion of a sustainably creative tourism that offers from traditions and culture, novel experiences, and spectacular natural places, which make the beauty of the local visible from an intangible and intangible perspective.

The UNWTO (2005 and 2017) argues that since tourism is one of the global engines of development that favors tourist destinations anywhere in the world, solving economic and social life, and also promoting respect and environmental care, which shows that the implementation of a creative model could enhance the profitability of companies and enterprises in local tourist destinations by attracting national and international visitors, solving economic, social and environmental problems of the destinations.

The sustainable tourism development indicators for tourism destinations proposed by UNWTO (2005) and promoted by INAFED (2017) suggest that the SDGs should be followed to promote social, economic and environmental progress at the global level. This coincides with the foresight of Bonilla, et al. (2024) when considering that sustainable tourism is a pillar for transformative recovery from a territorial and community approach to destinations or tourist routes, reinforcing the strategy proposed by Peralta (2022) on the use of practical tools for the management and promotion of creative and sustainable development activities that support tourism sustainability and creative tourism.

Recently, UN Tourism (March 08, 2024) recovers what Azcárate et al. (2019) pointed out, as the basis of a new international standard to follow actions that promote the sustainability of international tourism. This is the UNE 0083:2024 standard, proposed by the Spanish Association for Standardization (2024) to transform the tourism sector, providing a reference that can be adopted by all types of tourism organizations, especially small and me-

dium-sized enterprises. A framework that Mexico recognizes as a pioneer in taking advantage of the possibilities offered by the integration of information to enhance the sustainability of creative tourism through evidence-based government policies and programs and in correspondence with Jurado Rivas and Sánchez Rivero (2022), giving rise to the statistical system of indicators that are linked to the key aspects of governance, process management and creative economy.

Following Peralta (2022), it is observed that the SDG directly related to tourism is SDG 8 on decent work and economic growth and its target 9, referring to promoting tourism that benefits the inhabitants of communities with a direct, profitable and sustainable impact, which explains why the intergovernmental organization works at the service of the member countries of the World Tourism Organization. that promote, by 2030, the development and application of public policies aimed at promoting sustainable tourism that generates jobs and encourages the culture of local consumption, reconsidering the central criteria that correspond to the environmental, cultural, social, economic and management aspects, proposed by ECLAC (July 23, 2024) and Peralta (2022), for the transformation of the creative tourism system.

### **Turismo creativo**

Desde la perspectiva de grupos de interés, Liu & Kou (2024) sostienen que uno de los determinantes que contribuyen Mainly to the sustainable development of creative tourism and promote a transformative change in the community with respect to tourism, it is the traditional culture that each place or community has, considering that it detonates the economy of the place.

Although Rugkhapan (2023) emphasizes the relationship of tourism with the community from a creative perspective, he also recognizes its adverse effect if what is promoted only responds to the interests of interest groups and the multicultural aspects of the place are not prioritized, identifying like Clements (2024), that in these determinants of creative tourism, an important area is observed for the creation of employment of native tour guides, with narrative skills linked to the historical, literary, multicultural and creative events of the place, which would correspond to Kenis, et al. (2023) by attributing importance to spaces of common in-

terest of self-directed co-creation, which, according to Yin, Huang & Huang (2024) can be planted from a virtual vision that proposes something different.

In this sense, Yin, Huang & Huang (2024) highlight the attributes of virtual tourism to enhance cultural heritage, its benefits and values, so that learning experiences are carried out in tourists, which represents a content attribute based on entertainment, uniqueness, the feeling of novelty, comfort and the feeling of participation as factors that conceive the user's personal satisfaction with virtual tourist destinations in cultural heritage. Likewise, Lim, Ok & Lu (2024) highlight the importance of innovative behaviour in workers in hotel and restaurant activities and creative tourism experiences, given that integrating individual and organisational behaviour and attitudinal skills have a psychological influence on tourists, generating confidence, certainty, security and above all an enthusiastic desire to live tourist experiences based on novelty.

On the other hand, Kumail, et al. (2024) and Pécot, et al. (2024) observe an interrelationship between the growth of experience tourism, technological advances, climate change and the gender perspective, considering the factors of regional diversity in ecological technological innovation and social innovation, as a basis for the design and formulation of public policies based on global information for sustainability, which implies the design of sustainable tourism strategies that offer personalized experiences that they are driven from the application of creative actions aligned with the SDGs to mitigate climate change.

This is complemented by the peri-urban proposals put forward by Jørgensen, Fuglsang & Sundbo (2024) to take advantage of the dynamics of the challenging tourism transition due to the lack of accommodation services, restaurants and star attractions at the urban-rural and rural-urban interfaces, which is why both Zhuo, et al. (2024) and Wu & Ma (2024) consider that the solid progress of destinations will not only depend on the potentially tourist peri-urban characteristics that give identity to each rural place as a catalyst for tourism development, but also on the real interests that the different stakeholders have to serve as competition or complementary attention.

For this reason, it is interesting to investigate the factors that contribute to the sustainable development of creative tourism. Likewise, Ting & IokTeng (2024) suggest that strategies for promoting creative synergies to encourage

the sustainable growth of the tourism industry, considering that the positive attitude of suppliers is crucial to take advantage of the creative perspective that fuses local culture and regional knowledge of traditions with the development of creative products, for which financial resources and public policies are demanded to encourage creative infrastructure through the planning of the development of tourist destinations.

For their part, Qu, Zhou & Cao (2024) confirm that interactions between host and guest are important as they are positively encouraged from the sense of belonging of the tourist host, but their effect on the psychological healing needs of tourists is still uncertain in the regulation of tourists' emotions. Despite the stress load, low self-esteem and positive inhibition generated by services and customer service, given that according to Lv, et al. (2024) occupational stigma and perceived occupational dirt can inhibit proactive performance and positive attitude aimed at customer service.

In this sense, Kuo & Chang (2024) observe as an area of opportunity the experience of foreign students who are ready to live novelties in a creative trip, which shows that the tourist flow is based on the novelty of the experience lived from a creative intention, being familiarity with the experience what reaffirms the possibility of living it again or not.

Also, the study by Muhtasim Mir, Shelley & Ooi (2024) records that the sustainable development of creative tourism finds an area of opportunity from educational strategies for community development, however, they highlight the scarcity of research on the mobilization of tourism for educational attainment in regional communities, but highlight that the tourism industry and community developments are interrelated, therefore, it is important to take advantage of the organization of creative tourist routes from an educational perspective for young people and children, in order to obtain benefits for the economic and social sectors of a community. Similarly, Lamers, Steins & van Bets (2024) find that polar cruise tourism tourist routes are also an area of opportunity for scientific practices, which fosters the economy and social practices of combined science and tourism activities.

This combined model of tourism activities with economic and social development activities demands the development of sustainable tourism destinations that, according to Hajarramah, Gard McGehee & Soulard (2024), pro-

mote regenerative tourism and creative entrepreneurship promoted by tourism social enterprises as agents of change for tourism, while Frías-Jamilena, et al. (2024) and propose that activities combined with social and economic purposes, are co-created from various pro-ambient perspectives of the tourist, where the catalyzing factor is the social and environmental perspective, in addition to online value, generating greater opportunities for the promoters of tourist destinations through digital marketing strategies as a perspective of co-creation of online value, useful to build sustainable creative content for any tourist destination, considering in the digital ecosystem the preponderant role of suppliers, visitors, residents, destination marketing organizations, hotels, restaurants, transporters and entrepreneurs who co-create experiences, Gato, et al. (2022) and (Dickinger & Kolomoyets, 2024).

In this regard, Deng, et al. (2024) and Hadining, et al. (2024) emphasize the promotion of experiential marketing of the tourism industry to promote co-creation experiences based on creative tourism novelty based on eight dimensions (entertainment, immersion, sense of achievement, novelty, authenticity, uniqueness, education and interaction), in order to understand the needs of consumers and for stakeholders to act accordingly; however, Moreira dos Santos, et al. (2024) emphasize that the empowerment of residents will be key to contributing to the sustainable development of tourism, despite the fact that in countries such as Mexico, it is necessary to work under neoliberal models of free market and breadth to foreign investment, what will have to be seen is whether it can be an advantage and an opportunity.

From the strengths of natural resources such as mountains, as well as Cui, et al. (2024) also Devi Rosalina, et al. (2023) propose ecocultural strategies that merge culture, tourism and natural resources to promote agrotourism and highlight the agricultural, silvicultural and forestry wealth of natural areas, considered ecologically prominent for the development of agroforestry and agrosilvopastoral activities as part of the natural heritage of the regions, encouraging social and economic activities related to cultural tourism to eradicate poverty and promote rural regeneration.

Cui, et al. (2024) also propose novel cultural tourism strategies, based on regional strengths in natural resources such as mountains. These are eco-cultural strategies, which enhance natural areas, considered ecologically prominent for the development of agroforestry and agrosilvo-

pastoral activities, with which the agricultural, silvicultural and forestry wealth can be highlighted as part of the natural heritage of the regions, encouraging social and economic activities related to cultural tourism to eradicate poverty and promote rural regeneration.

In a complementary way, the technological and digital aspect must be used to encourage creative tourism. Garray-Tamajón & Roelofsen (2024) highlights the area of opportunity of geek culture in tourism, understood as the action of the creative use of computers, electronics and in general of new technologies, using channels of social interaction, enhance tourism through the internet and social networks such as Twitter (X). Likewise, based on the principle of universal digital accessibility, both Cerdá-Mansilla, et al. (2024) and Cranmer, Dieck & Jung (2023) propose alternative smart destination strategies, especially in the little-explored social context; However, tourists and hosts remain skeptical that they favor the influx of guests, estimating that the hosts are more aware of environmental, economic and social sustainability.

In this sense, to protect and promote cultural heritage tourist destinations, Yin, Huang & Huang (2024) attach importance to the attributes of virtual tourism, considering that convenience is the fundamental value when offering satisfactory experiences and mainly enriched by the cultural learning of users, which represents a personal value. Technological change is leading to a mandatory digital transformation in the main activities related to tourism, which for Yang, et al. (2024) and Yan & Halpenny (2021) represents a practical basis for decision-making and sensory and tasting experience interactions within the hotel or restaurant; which confirms that the path of digital transformation favors hospitality experiences based on the olfactory, auditory, visual and gustatory senses, thus allowing hotel and restaurant brands to increase their coverage and participation according to their technological compatibility, extending their coverage and determining digital penetration in gastronomic tourism from a social perspective.

**METHODOLOGY: MATERIALS AND METHODS**

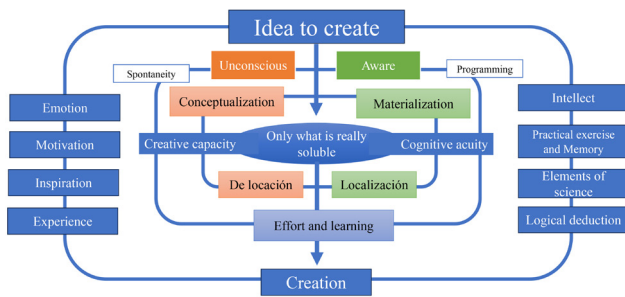
To answer the question: What conditioning factors of iconic tourist places are adaptable to a system of sustainable tourism promotion strategies that combine the local gastronomic offer with traditional, cultural and sustainable historical principles?



A qualitative, exploratory and descriptive methodological approach is adopted, considering various theoretical perspectives, applying the method of systematic analysis of scientific literature, the collection of information was carried out through consultation of primary and secondary sources that met eligibility criteria in terms of impact, timeliness, approach, among other factors of reliability and validity.

In addition, for the development of the field study, the sapiens method proposed by Ferran and García (2021) was considered, since it is based on the creative capacity that connects knowledge, experience and traditional endemic aspects of a locality, in order to move from the semantic, historical and conceptual, to the systemic, cultural and sustainable of creative experiences that could encourage creative tourism for the sustainable development of the regions. localities and communities; for this reason, in order to identify the conditioning factors of the creative process, it is proposed to apply the elBulli model that arises from the gastronomic vocation and is developed from a creative idea (See Figure 1).

**Figure 1: Model of the elBulli creative process**



Source: Own elaboration based on Ferran and García (2021), adapted from Harley (2022) and García Serena (2023).

Based on the creative techniques of the elBulli model proposed by Ferran and García (2021), a specific idea can be created to solve a problem with creative capacity and cognitive acuity. According to Harley (2022) and García Serena (2023), this idea can appear spontaneously from the unconscious or in a programmed way from the conscious, understanding that the perspective of the unconscious obeys the conceptualization only as a product of the imagination of the concept based on emotion, motivation, inspiration or some experience; while the conscious pers-

pective leads to the structured materialization of the idea based on the effort of learning and development of the intellect that is encouraged by the practical exercise that is memorized according to elements of science, or by the logical deduction of some event.

In this sense, García Serena (2023) highlights that the elBulli model recovers relevance from both perspectives, on the one hand the unconscious perspective obeys intrinsic or introspective actions of the human being, which can lead to the location of ideas or unlearning; while on the other hand, the conscious perspective obeys localizable and therefore adaptable external facts, which may well be a discovery, a serendipity or something unexpected, and which leads to the location of structured events that can be defined. Participant observation techniques and semi-structured interviews were also applied to twelve study subjects.

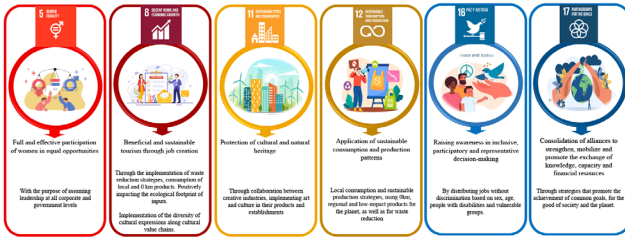
**RESULTS**

The exploration of information led to the analysis of the SDGs that had an impact on creative tourism based on the gastronomic experiences of the tourist destination of Mazatlán Sinaloa, in Mexico, which resulted in the choice of the SDGs that represent actions developed in the establishments of the 12 tourism and gastronomy-based entrepreneurs who were interviewed.

These 12 subjects agree that their activities are related to 6 of the 17 SDGs enunciated by the United Nations (see figure 2), highlighting as main contributions the full and effective participation of women in equal leadership opportunities, the promotion of beneficial and sustainable tourism by creating jobs and decent jobs, ventures based on creativity and innovation to highlight cultural expressions that are protected to safeguard cultural and natural heritage to enhance the creative industry.

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**Figura 2: Modelo del proceso creativo elBulli Actividades de turismo creativo que inciden en los ODS**



Fuente: Elaboración propia con base a Ferran y García (2021), adaptado de Harley (2022) y García Serena (2023).

The efforts recognized as the strategies carried out by entrepreneurial subjects who offer experiences through the gastronomy and culture of a community or region, are shown by the interviewees, who assure that the activities they carry out have the purpose of attracting visitors to live a gastronomic experience accompanied by tours, comics and regional passages. traditional production processes and cultural activities of the community or region.

These activities are resilient and holistic ventures, since they take advantage of existing resources and historically established conditions. It is argued that there are the same opportunities for men and women when occupying spaces in the business or ventures, considering contributions equally.

Regarding SDG 8 on decent work, it is shown that the main contribution of the study subjects is based on the number of jobs generated, given that 4 of the interviewees register the employment of 1 to 6 collaborators who promote gastronomic experiences in the destinations, which corresponds to 33.33% of the occupation. while 3 entrepreneurs generate between 13 and 18 jobs (25%), 2 entrepreneurs generate 7 to 12 (16%); and only 1 entrepreneur generates 19 and 24 jobs (10%). It is shown that the study subjects promote local culture and local products, through gastronomy, rescuing culture and tradition in their dishes, strengthening the local economy.

**Table 1: Jobs generated**

Creative and sustainable tourism-based entrepreneurs	Number of jobs generated	Percentage
4	1 a 6	33%
3	13 a 18	25%
2	7 a 12	16%
1	19 a 24	10%
2	0	0%

Source: Authors' elaboration based on interviews

Among the people interviewed, it was possible to detect that with creative and sustainable tourism-based entrepreneurship activities, the generation of employment prevails, given that 10 of the 12 entrepreneurs, representing 82% of the interviewees, generate employment. This responds to SDG 8 on decent work, contributing to the promotion of local culture, traditions and local products, through the development of gastronomic tours that evoke experiences based on local gastronomy, highlighting the gastronomic values of the destinations where their culture and tradition are reflected in the dishes that root the sense of belonging. as well as the consumption of local products that strengthen the local economy.

In addition, that they comply with target 8.9 by responding to policies aimed at promoting sustainable tourism that creates jobs, promotes culture and local products; as well as by complying with target 8.3 which refers to promoting development-oriented policies that support productive activities, the creation of decent jobs, entrepreneurship, creativity and innovation, and encouraging the formalization and growth of micro, small and medium-sized enterprises, including through access to financial services. In this sense, creative tourism strategies are aimed at encouraging the senses of taste, smell, sight and touch, which allows a creative experience to be recalled and consequently, the activation of the senses and the recognition of the culture and traditions of tourist destinations stand out as legendary, historical and organic attributes of gastronomy.

Goal 11 refers to Sustainable Cities and Communities, in its goal 11.4 it specifies that the cultural and natural heritage of the world must be protected, so that the subjects of study through the promotion, elaboration and presentation of their gastronomic products, enhance the local culture and tradition in a creative way, which is promoted through their own social networks and advertising and that of their consumers. as well as the prevalence of typical recipes that are part of the culinary tradition of the place, in addition to this, the actions they carry out in the care of energy, water and consumables are a fundamental part of the care of the natural heritage, because the lower the consumption the lower the environmental impact.

Additionally, it is evident that the efforts made by this group of entrepreneurs of creative and sustainable tourism, focus on carrying out the elaboration, presentation and promotion in a creative way of their gastronomic

products, enhancing the local culture and tradition of the destinations that are promoted through the use of social networks and advertising focused on their visitors who become consumers of the gastronomy and typical recipes that prevail that are part of the culinary tradition of the place, in response to the achievement of target 11.4 of SDG 11 regarding the protection of the world's cultural and natural heritage.

Additionally, the actions carried out by these entrepreneurs in the care of energy, water and consumables, are a fundamental part of the care of the natural heritage of their localities, cities and communities; because, the lower the consumption of these resources, the lower the negative environmental impact. Another way in which they support natural protection is the consumption of local products and Okm, which are provisions, supplies and in this case food made in a holistic, resilient and organic way in the same locality or destination where they will be consumed, considering that their preparation is carried out with local resources and their transportation at the point of production to the point of sale and consumption. does not exceed one kilometer in distance. In this sense, the efforts made by creative and sustainable tourism entrepreneurs imply the reduction of the ecological footprint of products, reducing travel time and promoting the consumption of seasonal products, so these actions also have a favorable impact on SDG 12, which suggests the need to produce and consume responsibly.

Likewise, it was observed that the interviewed subjects share the way they hold weekly meetings with the purpose of and active participation of citizens willing to assume themselves as hosts of the visitors, so, after a consensus analysis, they contemplate and apply the ideas presented by the collaborators, which confirms the execution of the distribution of jobs and activities aligned with target 16.7 of SDG 16. which raises the need to adopt strategies to raise awareness in inclusive, participatory and representative decision-making, ensuring that they respond to the needs of people with disabilities and vulnerable groups in society. Likewise, SDG 5 is complied with, respecting the decisions and opinions that are made in an equitable manner, seeking gender equality and non-discrimination.

In addition, with the actions carried out by the interviewees, it is recorded that they are constantly seeking partnerships to achieve the Development Goals in order to achieve target 17.16 that proposes to improve the

Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and exchange knowledge, expertise, technology and financial resources. In this sense, the inquiry made it possible to verify that at the local level, the establishments promoted by these entrepreneurs are linked to networking; that is, 25% that is represented by 3 of the interviewees, stressed that they are collaborating in a network with members of associations such as CANIRAC (National Chamber of the Restaurant and Seasoned Food Industry), the National Association of Women Entrepreneurs, Mazatlan Chapter and CANACO and the Mazatlan Unit of the Autonomous University of the West, with the purpose of receiving accompaniment and mentoring related to their activity, which allows them to share experiences, information and resources, specifically in the promotion of products, collaborative events, digital advertising, strategic promotion and marketing and socio-emotional strategies.

However, 75% of the actors represented by 9 entrepreneurs say they do not belong to a network, but they consider it necessary to make their work more productive, informed and professional, since they consider that the union of restaurateurs and other activities related to tourism would strengthen organizations and make a significant change in tourism activity in general. impacting the economic, social and environmental.

After obtaining this information derived from the interviews, it is confirmed that the epicenter of analysis of gastronomy and sustainability is the human being, who has influenced the evolution of both fields through creative strategies and activities intuitively based on the techniques of the eIBulli model, by developing actions derived from the unconscious that materialize in response to emotions, motivations, inspirations and strategies that drive the efforts of learning, entrepreneurship and development of the intellect that determine experiences based on the persistence of traditions and the prevailing culture in the destinations as an essential conditioning attribute, contributing both to the unconscious perspective of creativity that obeys the intrinsic part of the human being, which can lead to the location of ideas and practices unfavorable to the environment; and to the conscious perspective that obeys facts from the outside that may well be a discovery, a serendipity or something unexpected, favoring the location of events that can be definable and consequently experiential.



In this research, it is verified that the study subjects consciously and unconsciously introduce actions in gastronomy that contribute to the achievement of six Sustainable Development Goals (SDGs) linked to particularities and attributes related to a) gender equality by promoting the full and effective participation of women in equal opportunities, b) decent work by developing routes and promotions of beneficial and sustainable tourism for all that makes it possible to achieve the quality of the world. the creation of employment, c) sustainable cities and communities through the protection of the cultural and natural heritage of the destinations, encouraging typical gastronomic practices and registering recipe books that show the culinary art of the localities, d) responsible production and consumption through the application of 0km consumption and sustainable production modalities, e) peace, justice and strong institutions through awareness-raising actions in inclusive, participatory and representative decision-making, and (f) in partnerships to achieve the goals through networking with associations, government and higher education institutions that enable the consolidation of partnerships for strengthening, mobility and the promotion of knowledge sharing, financial capacity and resources.

## DECISION

Currently, there are several problems directly related to creative tourism, attributing that it is carried out under criteria of satisfaction and customer service, meeting the needs of the tourist, the community, the environment and its different interest groups related to gastronomic experiences.

### *Gastronomic experience in creative tourism*

From a social sustainability perspective and considering the cultural diversity of a community, both Irimiás, Csapody & Jászberényi (2024) and Thelen and Kim (2024) estimate that online communication promotes gastronomic festivals and emphasizes the intergenerational virtues of places, among which their physical infrastructure and typical local gastronomy stand out as a way of preserving local food heritage. that guarantees the sense of social community through access, inclusion and equity of digital communication by making visible the members of a community who remained anonymous, promoting social sustainability

Like Yang, et al. (2024), a collaborative perspective for

Molina-Collado, et al. (2024) it is of interest to identify the drivers of the creative experience of gastronomic tourism, so it is necessary to know both the sensory environment in terms of food appeal and thematic setting of the restaurant, as well as the personal environment that generates the experience and learning based on the service and attention received by the gastronomic tourist.

From the perspective of gastronomic experience, Maldonado-Erao, et al. (2019) state that gastronomy stands out for its participation in the creative industries, emerging as an area recognized by UNESCO (2024) to promote international cooperation in the context of creative cities that use culture, creativity and innovation as a driver of urban development and impact on the achievement of the SDGs. and where it is increasingly taken up as an important element in tourism.

Another perspective is the one that considers creative gastronomy as an integral part of cultural tourism and intangible cultural heritage that offers opportunities to generate economic alternatives for local enterprises, which according to Arcos-Pumarola, Georgescu Paquin & Hernández Sitges (2023) could make it a tool with the potential to generate social change through the appreciation and revaluation of local culture, benefiting the tourism sector that plays a fundamental role in the creative strategy.

The experience of sensory tasting of food is one of the essential, which may explain why it triggers the mobility of people on tourist tours, as stated by Tena, Tirado, and Bonfill (2022) when recognizing that an important aspect of selecting a tourist destination is gastronomy, which explains that creative gastronomic experiences, represent the positioning, marketing and branding of a place with gastronomic potential.

Stone & Sthapit (2024) emphasize that the attributes of food and drink generate memorable sensory experiences that encourage culinary tourism, considering the quality of the food/drink as triggering factors; sanitation/food security; cultural differences; dietary menu restrictions; attributes of the service; price/perceived value; and high availability of food or restaurants at the destination. Therefore, it can be deduced that gastronomy is a variable that impacts the visitor's experience.

Tourists may have different motivations for consuming local cuisine, according to Kim and Eves (2012) there

are five factors that incite tourists. The first is the cultural experience linked to the local cuisine, which offers the opportunity to learn about the history of the place and experience its authenticity. In this regard, Pérez-Priego, et al. (2023) emphasize that the set of knowledge, practical skills, rituals, traditions, and symbols related to crops and harvests, including the way food is preserved, transformed, cooked, shared, and consumed, are aspects that motivate the tourist visit.

Thelen and Kim (2024) based on relational theory of society, confirm that social and environmental sustainability are symbiotic in food festivals and therefore their influence and mutual interaction should be considered in the planning of sustainable and long-lasting food tourism events. The relevance and effectiveness of the relational theory of society as a paradigmatic and theoretical lens is presented in the context of gastronomic tourism events and festivals and sustainability, for which local gastronomy can be consolidated based on sensory gastronomic experiences that give meaning to a distinctive or a brand endowed with recognition to enhance regional tourism development. Recuero-Virto & Valilla Arróspide (2024).

Based on the theory of the transformative potential of meditation on the psychological and emotional well-being of tourists, Liu, et al. (2024) find that recreation and meditation are positively related to leisure activities, a reason for interest in regulating emotions through tourism.

However, the motivational aspect is represented in the sensory appeal of food, that is, the pleasure it generates in the five senses through the gastronomic tasting experience, which entails connecting the tasting experience with the sense of food health as a factor linked to the principle of health care based on organically healthy food. considered by Kim and Eves (2012) as the most significant factor in food consumption.

Regarding Mexico, the Government of Mexico (2015) states that "Mexican cuisine is a living cultural manifestation, which represents humanity for its antiquity, historical continuity, the originality of its products, techniques and procedures. Mexican culinary art is very elaborate and full of symbols."

Precisely, the expression is still valid and highly pertinent to the place where this research was developed, by virtue of the fact that Mazatlán Sinaloa is represented with these

attributes; therefore, the possibility of it being recognized as a creative city for its typical gastronomy is strengthened, making the city not only a fascinating destination for its places; but rather, as a city remarkable for its gastronomic landscapes that transitions to being a sustainable gastronomic destination where the heritage value of gastronomy stands out, linked to the care of the environment with specific purposes of well-being and healthy living. Currently, wills are being added to achieve this distinction, which recognizes the efforts and undertakings that are characterized by offering gastronomic experiences in which creativity stands out.

## CONCLUSIONS

Conclusively, other benefits that were detected in the implementation of actions that generate sustainable gastronomy are identified:

- a) Intermediation is eliminated in a transversal way
- b) Communication between the customer and the producer is enhanced, keeping local food production alive.
- c) Greater access to information on the origin and handling of products is facilitated.
- d) The exchange of traditional recipes of the way of cooking and the preparation of fresh ingredients that were produced in the region or locality is encouraged.
- e) Pollution is reduced by holistic transfer 0.1km. and by the reduction of packaging.
- (f) The regeneration of the development of villages is encouraged through interaction between urban and rural communities.
- g) Employment and family coexistence are encouraged.
- h) It contributes to the local economy.
- (i) Trade with producers produced in or around the locality is strengthened.

These benefits are based on the determining factors of the creation of ideas that are conceptualized from the unconscious and are materialized from the conscious aspects that promote the cognitive acuity that is reinforced

by the intellect, practical exercise and memorization, as well as the scientific bases and logical deduction, impacting tourism on gastronomic authenticity that is motivational and evokes emotions that generate individual and community well-being derived from the lived and shared experience.

Currently a tourism approach is sought that not only promotes sustainable development, but also adapts to the diverse demands of tourists. As a result of the analysis, terms such as alternative tourism are observed, covering categories such as nature tourism, sustainable tourism, cultural tourism, adventure tourism, creative tourism, among others. Within creative tourism, creative gastronomic experiences play an important role, both to expose the traditions and culture of the places, and to influence sustainable development and the achievement of the SDGs through responsible and environmentally friendly consumption, producing with local organic inputs and promoting routes and routes that offer the visitor, Locally specific creative dining experiences, thus contributing to the promotion of sustainable and resilient food systems.

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