

San Blas, Nayarit, space, knowledge and flavors. Documentation of gastronomic heritage for tourism purposes**San Blas, Nayarit, espacio, saberes y sabores. Documentación del patrimonio gastronómico con fines turísticos**

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Abstract

On the twelfth anniversary of the name of Mexican Gastronomy as intangible cultural heritage of humanity, its safeguarding continues in different contexts. Nayarit stands out for its natural and cultural wealth which is reflected in the local gastronomy, whose recognition attracts locals and foreigners to taste the delicious dishes. This text contains research results whose purpose is to document the cultural and natural elements that make up the gastronomic heritage of Nayarit with potential for the development of tourism products. Through a qualitative, applied, descriptive research, historical sources were consulted and contrasted with the information collected through interviews, for the integration of a non-exhaustive inventory of the north coast region of Nayarit, which serves as a basis for the tourist product design.

Gastronomic heritage, Space, Inventory, Nayarit

Resumen

En el décimo segundo aniversario de la denominación de la Gastronomía Mexicana como patrimonio cultural inmaterial de la humanidad, se continúa con su salvaguardia en distintos contextos. Nayarit destaca por su riqueza natural y cultural la cual se refleja en la gastronomía local, cuyo reconocimiento atrae a locales y foráneos para degustar los deliciosos platillos. El presente texto contiene resultados de la investigación cuya finalidad es documentar los elementos culturales y naturales que conforman el patrimonio gastronómico de Nayarit con potencial para el desarrollo de productos turísticos. A través de una investigación cualitativa, aplicada, descriptiva se consultaron fuentes históricas y se contrastaron con la información recabada a través de entrevistas, para la integración de un inventario, no exhaustivo, de la región costa norte de Nayarit, que sirva de base para el diseño de productos turísticos.

Patrimonio gastronómico, Espacio, Inventario, Nayarit

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1. Introduction

After twelve years of the denomination of Mexican gastronomy as intangible cultural heritage of humanity, interest in local gastronomy has strengthened. Said denomination commits our country to implement the necessary measures to safeguard Mexican gastronomy. Safeguarding is a fundamental concept in UNESCO's Convention for the Safeguarding of the Intangible Cultural Heritage (PCI) (2003), in which it is defined as the measures aimed at guaranteeing the viability of the Intangible Cultural Heritage included in the identification, documentation, research, preservation, protection, promotion, valorization, transmission -basically through formal and non-formal education- and revitalization of this heritage in its different aspects. (UNESCO, 2003)

Understanding the PCI as "the uses, representations, expressions, knowledge and techniques -together with the instruments, objects, artifacts and cultural spaces that are inherent to them- that communities, groups and in some cases individuals recognize as an integral part of their cultural heritage" (UNESCO, 2003). Gastronomy is integrated into this Convention based on its preservation, since ancient times, and its oral transmission of both knowledge and skills; in addition to evidencing its close relationship with the environment and the cultural system.

Gastronomy is the product of the natural and cultural space in which it is generated. Therefore, it is necessary to study space from a social perspective. Just as some social sciences have done, which have channeled their interest towards the relationship between space and society. It is possible to identify four moments in which the conception of space has been worked on: 1) *Naturalist conception of space*, 2) *Conception of absolute/relative space*, 3) *Conception of produced material space*, 4) *Conception of lived-conceived space*. (Hiernaux y Lidón, 1993:11).

Each of these moments is framed from different theoretical perspectives. The naturalistic conception of space is the classical vision of the landscape. It mainly refers to the natural environment. The conception of absolute-relative space is the positivist vision.

It is the space where the objects have exact locations referred to the three coordinates that compose it. In relative space there are no absolute locations, they are in continuous movement depending on the characteristics of the object. The material space produced is based on the Marxist position; considers that space is produced from social practices.

The lived space – conceived; it is the conception framed in a phenomenological position. For which the existence of space is based on the perception and experience of its users. In the last two Mexican gastronomy is manifested, since it is not only integrated by a set of recipes or isolated procedures, but is related to the natural space through its biotic components such as flora and fauna, also, within In that same space, social actions are generated in which a link is generated between the subject and the space that surrounds him.

As part of the safeguard measures proposed in the file presented to UNESCO, priority B includes "Other culinary poles with a high degree of conservation within community life and that need measures to overcome serious challenges: rescuing native cuisines, making inventories, train, develop and disseminate small businesses" (UNESCO, 2010). In this objective is Nayarit and eleven other states. As part of priority A, it is proposed to create small businesses and provide training to the communities of Michoacán as a model that will be applied to the rest of the culinary poles of Mexico.

The inclusion of the Don Vasco Cultural and Tourist Route project stands out in this proposal. In other words, a cultural and tourist route is integrated to safeguard the national gastronomic heritage. Tourism is a social phenomenon with a wide range of modalities, including rural tourism and gastronomic tourism; in both gastronomy is a fundamental axis. Its planned practice allows visitors to become aware of the importance of the receiving culture, as well as their degree of responsibility in caring for it. According to Tikkanem, (2007) gastronomy establishes a synergy with tourism through four aspects: as an attraction; as a component of the product; as experience; and as a cultural phenomenon.

In the case of Mexico, the Federal Tourism Secretariat (SECTUR) integrates agrotourism, gastronomic workshops, artisan workshops and rural photography, among others, as activities typical of rural tourism, which it defines: "trips whose purpose is to carry out activities of coexistence and interaction with a rural community, in all those daily social, cultural and productive expressions of the same" (SECTUR, 2002).

In addition to the above, the Covid-19 pandemic impacted tourism to a great extent, the closure of borders, the containment of mobility, caused a sharp decline in international travel. A sharp decline in international travel led to the loss of around USD 1.3 trillion in export earnings, more than 11 times the amount lost during the last economic crisis in 2009. at risk between 100 million and 120 million jobs in the tourism sector, many of them in small and medium-sized companies. (Pangestu, 2021)

However, tourism has proven to be resilient, and is currently in clear recovery. In 2021, according to data from the World Tourism Organization (UNWTO), nearly 430 million international tourist arrivals were registered worldwide, which, although it represented an increase compared to the previous year, is still far from the figures registered before the start of the COVID-19 pandemic. Even so, the global importance of the sector remains evident. And it is that the tourism industry is responsible for the creation of more than 280 million jobs, between direct and indirect. In addition, its contribution to world GDP exceeded 5.8 trillion US dollars in the last year, as published by the World Travel and Tourism Council. (Orus, 2022).

In addition, it is necessary to mention that both the tourist plant and the superstructure have expressed themselves in favor of a diversification of the tourist phenomenon and the spaces in which it develops. In this recovery process, there is a clear interest in promoting local tourism, in guaranteeing healthy spaces, free of contagion and that support the economic recovery of towns whose usual means of work and income generation were negatively impacted. Thus, local development through tourism is, in the post-covid era, an alternative for different countries. However, to bring tourism closer to the communities, it must be done in an orderly and respectful manner, both for the space and its inhabitants.

Considering that, both for the safeguarding of heritage and for the design of tourist products, the preparation of inventories is essential, it is proposed to carry out an investigation with the objective of documenting the cultural and natural elements that make up the gastronomic heritage of Nayarit with potential for development. development of tourism products.

Whose development is based both on a historical methodology, as well as ethnographic, that allows to document both the origins, as well as the evolution and the current state of the heritage manifestations representative of the investigated spaces and that, added to this, are susceptible to tourist use, so that, from this, the development of tourist products is proposed from a sustainable perspective.

2. Methodology

The present investigation is carried out from the qualitative approach because it intends to identify representative cultural elements, which can be used for tourism. The study is carried out from this approach since it uses the analysis of historical, sociological and ethnographic elements through which it is possible to determine the category of cultural heritage. An applied research is proposed. Descriptive in scope. The collection of information is carried out both documentary and field. Documentary is done by consulting books, magazines, catalogs, web pages, both historical and current documents that allow identifying the traditional character. Field work is carried out through direct observation and photographic documentation, integrating into the communities to recognize what the natural and cultural elements that make up their gastronomy represent for the bearers; Later, the information is contrasted and its possibilities of tourist use are valued.

San Blas is one of the twenty municipalities that make up the state of Nayarit, it is located on the Mexican Pacific coast. It is a historical and geographical reference point in the regional context. There is evidence of human presence in this territory since pre-Hispanic times, when the so-called Concheros Tradition was developed;

This corresponds to the historical stage that is characterized by the consumption of fish, clams, oysters, snails, among other elements typical of the region, and that from the waste of these products different mounds of shells of different sizes have been found in various spaces in the territory of San Blas.

The shell piles are reliable proof of the diet and culture of the communities that depended on the sea. Around the year 2200 BC, in Matanchén, Nayarit, inhabited a group that still did not produce ceramics, but exploited coastal resources, particularly shells for food. (INAH, 2012)

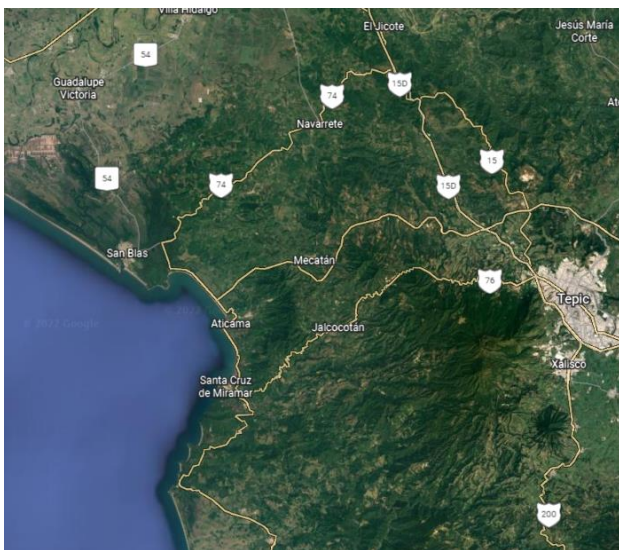


Figure 1 The municipality of San Blas and its surroundings

Source: Google Earth, 2022

Later, with the arrival of the Spanish, this territory became a strategic point for the fulfillment of the objectives of the Europeans in the second half of the 17th century, it was built and used as a shipyard and as a starting point for the colonization of Spain.

It was not until 1530 that it was founded as a port by Nuño Beltrán de Guzmán. In 1768, King Carlos III recognized it as a high altitude port and gave his consent to Viceroy Carlos Francisco to populate the region under the name of San Blas in honor of the friar Blas de Mendoza. (PMD, 2021-2024). The first maritime customs office in the Pacific was erected in San Blas and had the distinction of being the most important port in the area in colonial times. However, after the war of independence of 1810 and the siltation of the port, San Blas lost importance for the viceroyalty.

This causes the region's economy to decline and public buildings to suffer from inclement weather and neglect. In addition to the above, during the 19th century it became a national benchmark, thanks to the fact that communication with the Asian continent was maintained through the Port of San Blas and that the Nao de China or Galéon de Manila arrived at this port, with various products and ideas that influenced local gastronomy.

Regarding its location and geographical context, San Blas It is geomorphologically formed by deltas or alluvial plains; wetlands, such as: mangroves, coastal lagoons and marshes; and coastal bars. These characteristics allow the distribution of other plant covers such as medium and low sub-deciduous forest, thorny scrub and palm groves. In addition, they endow the coastal plain with fertile soils conducive to the development of agricultural activities, aquaculture, human settlements and tourism, which puts the vegetation cover at risk. (Nájera, Carrillo, Morales & Nájera, 2021)

Two physiographic regions converge in the municipality: The Pacific Coastal Plain and the Neovolcanic Axis; The first is the Marismas Nacionales Biosphere Reserve. Its natural characteristics allow the development of agricultural and aquaculture production mainly; highlighting the production of mango, banana, tomato, green chile, jacka and beans (García & Camelo, 2015); as well as the production of farm and estuary shrimp, sea bass, oysters and mojarra.

3. Results

The integration of an inventory is not an exhaustive matter, this due to the complexity that the PCI represents, however, during the investigation it began with those elements that were most representative for the carriers; In addition, they have local recognition; and they are referents and motivators of transfers for their consumption.

The regionalizations presented by Anguiano (1992) and Luna (2004) are taken as a basis, who propose the study of the Nayarit territory from three regions determined by their physiographic characteristics: coast, high plateau and mountains.

From them, the biotic components that have historically been used as the basis of gastronomic culture are identified; In the case of the coast, Nayarit has 289 kilometers, however, it has spatial characteristics that are divided into the north coast and the south coast; its specific natural characteristics influence the cultural, being evident even in the gastronomy. There is evidence of the use of marine products through the mounds called shells or shell piles, some of which can be seen in San Cayetano, a town in the municipality of Tecuala, as well as in other towns in the municipalities on the north coast, a region for which A review of the research carried out by Anguiano (1992) was carried out, based on primary sources from the 16th century in which the vegetation and fauna of this region were identified.

Vegetation record
<i>Coastal vegetation:</i> mangles, palmeras (de coco de agua, de aceite y de coyol), amates y algunos arbustos. <i>Bosque tropical:</i> guanacastle, cedro, caoba, plátano, aguacate, palma de coyol, ciruelo y guayaba. <i>Other specimens</i> como palma de castilla, higuera, pochote, algodoncillo, camichin, guara, jarretadera, tempisque, zorrillo, cacahuananche, ébano, cuastecomate, amapa, tepehuaje, papelillo, haba de la costa, jiote, palomaria, mamapola, palocuate, tapincerán, guámara, coapinole, puyequé, naranjillo, vara blanca, remo, venadillo y pastos abundantes.
Fauna record
<i>In the sea,</i> oysters, oysters, shrimp, snapper, sea bass, sole and other species were caught. <i>In the lagoons and estuaries there</i> were oysters, oysters, shrimp, crab, snapper, mullet, catfish, snook, chihuil, swordfish, and mojarra. Birds abounded. ducks, herons (white, gray and pink), pelicans, geese, cranes, huacas, geese, tildíos and mourning doves. <i>In the mangroves</i> that surround the lagoons there were turtles, loggerheads, alligators, iguanas, American tigers, deer, and raccoons. <i>In the rivers,</i> the fish found in the highest proportion were catfish, sardines, trout, bocudos, mullets and silversides. Alligators, crocodiles, toads, frogs and a species of large turtle (hicotera) were very frequent. <i>On land</i> there were iguanas, bats, American tigers, armadillos, hares, rabbits, foxes, deer and insects such as bees.

Figure 2 Concentrate of vegetation and fauna documented in the Century XVI

Source: Own elaboration based on Anguiano, 1992

During the colonial era, this region became an important livestock center, with the emergence of farms that, even today, are representative of the region. This has repercussions on the gastronomy, which, together with the richness of the marshes and the countryside, integrates from this moment the consumption of meat in various preparations.

In narrations of travelers who traveled the north coast during the 19th century, mentions of the food consumed in their stopovers were identified in their texts: tortillas, beans, eggs, steak, chocolate, cheese, water gourd, banana plantations stand out, production and cocoa oil and the number of rabbits for hunting. In this region, the economic dynamism arose above all after the agrarian distribution; sustained mainly on crops of melon, watermelon, green chili, beans, corn, tobacco, sorghum, tomato, cucumber, mango and squash (Luna, 2004). Currently, among the most prominent crops in this region are corn, beans, tobacco, cotton, sugar cane, tomato, chili, coconut oil palms, bananas, pineapple, avocado, plum, mango, and other warm-weather fruits.

Regarding the information collected in the communities of this region, dishes were mainly identified that, although their base is the natural resource that is immediately found, it is also possible to find traditional Mexican dishes; but, above all, it is worth noting the diversity between the forms of preparation and consumption, in a relatively close space (23.4 km from San Blas the municipal seat to El Llano), for this reason it is considered a gastronomic route based on the local food culture; integrating in it the following gastronomic heritage:

San Blas is the municipal seat is a benchmark in the study space; At the entrance of it, the Colonia El Conchal is located, here there are food stalls, with braceros at the entrance where they offer tatemada mullet, zarandeado fish, sea oysters, lobsters, marlin and sailfish oysters in their shell, mule foot, fresh coconuts, seafood soup (prepared with all the variety of shellfish).

In the center of the town and its surroundings there are diners that sell pozole, tacos and enchiladas as well as various foods based on oysters such as sopes and empanadas; the latter are representative of the port.



Figure 3 Main Square of the Port of San Blas San Blas
Source: Own, 2022

Within this same town is the El Borrego beach, which for decades has been a point of reference for tasting local gastronomy, in this space were located Ramadas that sell oyster, octopus, squid, clam and shrimp cocktails. Fish cracklings, fish roe. Matanchén.

It is an extensive beach where ramadas are located by the sea, but also on the road that runs through this part of the coast there are various restaurants that offer dishes based on fish and shellfish with various presentations, more elaborate and author, the which contrast with the traditional and simple preparations offered in the ramadas. The fish and shrimp ceviches stand out in the same way; shrimp in presentations such as garlic, cockroach, butter.

Las Islitas



Figure 3 Entrance arch to the beach Las Islita
Source: Own elaboration, 2022

Just 2 kilometers away, the Las Islitas beach ramadas are a benchmark for Nayarit families, who come to this place to taste the traditional dishes based on fish and shellfish; The ramadas are traditional establishments built with natural elements, palapa with a coconut palm leaf, on wooden log structures, very traditional and simple kitchens where zarandeado fish, ceviches, fish and shrimp stand out in various presentations, mostly cooked. in casserole Unlike other points on the route where consumption is natural.



Figure 4 Pescado Zarandeado in Las Islitas
Source: Own, 2019

La Tovar

In the crossing of Matanchén and the Islitas, the pier "La Aguada" is located from which the tour of La Tovar begins; This is a complex system of channels formed by an estuary that protects an important diversity of flora and fauna, which earned it the RAMSAR distinctive as a wetland of international importance (Chávez, 2020); It is part of the Marismas Nacionales Biosphere Reserve.

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Figure 5 Maxi letters La Tovar
Source: Own, 2022

Aunado a lo anterior este espacio es todo un referente gastronómico; ya que sobre la carretera estatal que lleva al embarcadero, se encuentran instalados una serie de establecimientos tradicionales que destacan por la venta de pan de plátano; pan de jacka, de elote, de piña o de coco; además de las tradicionales cocadas (dulces elaborados con coco, piloncillo y leche). Hay un personaje icónico, Juan Francisco García (también conocido como Juan Bananas) quien por más de 50 años ha habitado en la región. Con la intención de aprovechar la gran cantidad de frutas que se producían en la región comenzó a experimentar con diversas preparaciones, como mermeladas, dulces, panes; hasta que en una ocasión un visitante le regala un recetario del cual rescata la receta del Hawaian banana's bread. Tuvo éxito con esta preparación que hasta la fecha lo sigue elaborando y lo ha convertido en su marca personal, autodenominándose como Juan Bananas, para distinguirse de aquellos quienes también elaboran y comercializan este pan.



Figure 6 Sale of banana bread in La Tovar
Source: Own, 2022

Aticama, Los Cocos, La Manzanilla, Santa Cruz de Miramar. They are towns that follow the coastline to the south, where it is possible to find mainly oysters, fish and shrimp ceviches, aguachiles, mullet and mule leg and lisa tatemada. In Aticama, the stone oyster is extracted, which is offered naturally, in its shell, accompanied by the traditional Huichol sauce and lemon juice.



Figure 7 A dozen natural oysters
Source: Own, 2022

Outside the coastline, the town of El Llano is located, a reference point for the production of jackfruit; here it is marketed naturally as well as in various preparations, such as ice cream, smoothies, bread, among others.

4. Discussion

The relationship between the gastronomy of the north coast and its natural space is evident, but, in addition, the documentary research carried out allows historical evidence that the gastronomy of the region has been maintained over time, that the techniques used, so basic some of them have been transmitted from generation to generation, making it possible for it to also be considered an ancestral and living cuisine. For this reason, the criteria established in the UNESCO Convention for the Safeguarding of the PCI are met, above all, because these dishes, and everything that surrounds them, is still valid in the knowledge and imagination of current residents of the region, for whom this gastronomy represents their cultural heritage, that is, the designation is not made from a figure of power, but it is, the community itself, with the production, use and enjoyment.



Figure 8 Space vocations

Source: Own Elaboration based on Google Maps, 2022

4. Conclusions

The integration of gastronomic heritage inventories is a task that requires attention. During this project, it was possible to identify the natural and cultural elements of the north coast region, which are the basis for its gastronomy, as well as its heritage character, since said gastronomy is recognized by the carriers as a representative element, in addition, of its validity through weather.

From this identification it is feasible to integrate the activities of agrotourism and rural tourism such as gastronomic workshops, craft workshops and rural photography among others. The previous ones supported by the vocations of space, which is clearly identified through this investigation; Although we have a constant influx of visitors, mainly locals, it is evident that agricultural activity is of great importance in this space in which the coastal communities of the municipality of San Blas are integrated.

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