

Gastronomy “Campeira” as Attractive Tourist in State Rio Grande do Sul (RS), Brazil

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Abstract— For the phenomenon of tourism, gastronomy is an important component of the offer of a tourist destination and can treat yourself to one of the main motivations. The food, as cultural heritage is linked to the history and cultural traditions of an entire community, influenced by beliefs, values, religion, climate, location, agriculture, technology, economic status, beliefs, etc. This work aims to provide further reflection on the scout gastronomy as a tourist attraction important to the State of Rio Grande do Sul. The research was developed from reviewing the scientific literature of studies involving gastronomy, focusing on the cuisine campeira or gaucha, as a tourist attraction. It stresses the importance of gastronomic tourism to attract people, stimulating the local economy; enhancing the development of a new tourist destination and encouraging local people to value their gastronomic heritage. Thus, this work contributes to the recognition and appreciation of campeira gastronomy as an important tourist attraction for the State of Rio Grande do Sul, Brazil.

Index Terms— tourism, food, drink, tradition, heritage.

I. INTRODUCTION

Tourism has shown significant growth on the world stage, because of its important role in economic and social development, generating income and direct and indirect jobs (1). According to information from the Brazilian Tourism Institute (Embratur), tourism is configured as an activity that annually generates \$ 4 trillion and approximately 280 million jobs worldwide (2).

In Brazil, tourism activities most frequent are: health tourism, adventure tourism, ecotourism, rural tourism, business tourism, shopping tourism, religious tourism, leisure tourism, cultural tourism, and last stands out tourism gastronomical that is increasing every year, relate to man through their customs, their beliefs and values (3).

In this sense, part of gastronomy is a cultural heritage that expresses a local culture, where the kitchen is a symbol of identity. Through food are represented by generations, the customs and traditions of a society by identifying and authenticating each group in their society.

The food used as equity is a very important intangible enjoyed by the tourism chain, therefore, is able to capture the attention of tourists to a particular destination.

It is significant use of food as a cultural manifestation, and as intangible heritage, making it necessary to investigate the

kitchens of several Brazilian regions and cuisines that make up the various ethnic groups because, since they are a strong attraction on cultural tourism .

In the state of Rio Grande do Sul, the "gaucha gastronomy" or "campeira gastronomy", we have the barbecue, as typical dish, assimilated by different cultural groups, and the mate, which makes up the symbol of the typical drink of the south.

The forager cuisine has invaluable as an intangible asset, becoming an important means of development of cultural tourism, as well as the rescue and preservation of local traditions.

This study aims to reflect on the socio-economic and cultural importance of campeira gastronomy as a tourist attraction of Rio Grande do Sul (RS).

II. MATERIAL AND METHODS

The purpose of this study was to review the scientific literature studies investigating the aspect of gastronomy as a tourist attraction, mainly focusing on the forager cuisine, originating from the Rio Grande do Sul, and its importance in this context.

The work followed the exploratory study of precept, through literature, through already prepared material, constituting a relevant scientific papers in the area.

The literature search was performed in electronic databases SciELO, PubMed and Portal.periodicos.Capes through the keywords: turismo, alimentos, bebidas, tradição e patrimônio in Portuguese, and their corresponding terms in English: tourism, food, drink, tradition and heritage. They included articles in Portuguese, English and Spanish, national and international origin.

The entire process of selection and review of articles was conducted by the author under the supervision of guiding the course conclusion work.

There was the commitment to quote the authors used in the study and the data collected, used exclusively for scientific purpose.

III. DISCUSSION

A. Gastronomy in Brazil

In Brazil, the routes of wine and chocolate in Gaúchas Saws (RS) and the rum route in Minas Gerais (MG); restaurants and specialized stores and even programmed events, the so-called "gastronomic events" focused on a typical product, such as the National Sweet Party held in Pelotas (RS), in addition, the Grape Festival in Caxias do Sul (RS) and also at events where the main attraction is a typical drink of the gauchos, the "Chimarrão" belonging recognition

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symbol of a people such as the National Party Chimarrão in Venâncio Aires (RS).

Brazilian cuisine has features which include products, preparation methods and recipes, which makes it very diverse, this fact stems from the time of discovery, when people from different backgrounds who have settled here or even those who have had a quick trip to Brazil, left bequests to their original eating habits (4).

For (5), (6) and (7), such diversity is the national cuisine by presenting items that meet the indigenous food, the settlers, to the blacks and the most diverse ethnic groups that immigrated to the country. Once arrived in Brazil, the colonizing people were adapting their culinary expertise, innovating them with the ingredients found here.

(8) complete that through this mixing process, perhaps one of the most striking areas in Brazil of life aspect is cooking once have been influenced by so many people, being undeniable that its roots are linked to three people: indigenous, portuguese and african.

In Brazil, the whole "Beans with Rice," is part of the daily diet of the entire national territory, although the typical national dish, one that is served to foreign, presented as a symbol of national cuisine is the "Feijoada" (9).

This diversity is significant in Brazil, due to cultural differences among states that bring typical culinary features of each locality. Each region has unique characteristics, past marks and geography that determine their typical food.

In São Paulo, for having received many immigrants, it has become one of the world's gastronomic capital for the variety of ethnic cuisines, so you should be prepared to offer this difference, the culinary variety, as a strong point in the tourist offer. As characteristic of São Paulo, is the Municipal Market the "Cod Pastel" and "Sandwich Mortadella", forming a typical delicacy of the city, however, inherited by other ethnic groups in the case mentioned here, refers to cooking Portuguese (10).

Another example is the "Barreado" known as a typical dish of Paraná. Its origin is attributed to the Portuguese who came to the coast of Paraná in the eighteenth century (11). In the state of Rio Grande do Sul, the typical drink, "Chimarrão", originated by the Guarani Indians who once inhabited this region (12).

Considering the extent of the country's territory, the Brazilian cuisine features dishes and foods of all kinds, species or types practiced in the art of cooking. However, with influences mainly from African, Indian and European.

Therefore, the use of gastronomic elements as a tourist attraction is consolidated as a growth market. This is due to the fact that the tourist seeks to try different foods and drinks that are used to consume in their daily lives.

To (13), it is necessary to investigate the kitchens of several Brazilian regions and ethnic cuisines, as they represented a major attraction of the tourism phenomenon. From this, we note the importance of regional cuisine as a tourism development factor for the city.

B. Gastronomy in Rio Grande do Sul

The southern Brazil is known for its gastronomic variety that has, due to interbreeding between different cultures, which resulted in the creation of a distinctive cuisine, marked

by variety of spices, delicacies, spices and cooking techniques. New recipes have been incorporated into the regional menu, some modified and adapted to the taste and taste of the locals (14).

African influence we have the presence of the traditional "bean", much appreciated in gaucho cuisine, brought from Africa in the sixteenth century, blacks coming of age as slaves to Brazil (15).

Also, some dishes Rio Grande, of African origin, had its origin probably in use by the African slaves; the "Big Soup", the "Mocotó" and "Feijoada" (16).

The "Big Soup" used instead of meat, bone, and various high-energy vegetables, ensuring the slaves, the necessary nutrients in a single dish easy to prepare and use, not forgetting that also helped in body heat once it was served hot. Nowadays it is using meat on the bone place, perhaps not so many vegetables, or lard, which was replaced by oil, but the "Big Soup" is a common dish in the day-to-day gaucho, especially on cold days (17).

In "Mocotó" and "Feijoada" is observed using several less noble parts of animals such as pig and cattle. The use of cow's paw, mondongo, pig's ear, pig feet, pig tails, among others, highlights the creativity of the black wearing these pieces despised by white to calorie and tasty dishes. These dishes were so well accepted that became part of the typical dishes of Rio Grande do Sul (18). The origin of "Mocotó" took place in the old "Charqueadas", where slaves of gaucho farms found this mixture a solution to their food sustenance (19).

There are still culinary practices inherited by the gaucho, also by Italian and German people. According (20), Italy incorporated the "Cockerel Roast", the "Polenta" and "wine" and Germany has introduced the "Meat Smoked" as the "Sausage". For better understanding of the state's cuisine, the state is divided by geographic regions that favor the culture of typical local food.



Figure 1: Map os state Rio Grande do Sul (RS), Brazil (21)

For example, the coast, it is common that gastronomy is related to dishes containing fish and other seafood. In the Central region, Italian influence, the favorite meat is chicken; served with rice, unlike Campaign region, where we observe the prevalence of bovine meat and sheep (14).

In the kitchen of the Serrana region, being greatly influenced by the cold climate, the cuisine is much appreciated hot, including the "Caldo Pinion".

In the Misiones region, indigenous influence, savory dishes are composed of mixtures with cassava flour, while

among the sweet dishes, there is the "Canjica Sweet", due to the predominance of the maize crop in the region (14).

Given the gastronomic variety in Rio Grande do Sul, it is necessary to preserve the regional cuisine as equity in order to ensure the differential and thus be considered a representation of their own traditions and ingredients, taking advantage of their singularities.

As (22) is necessary to "develop greater reflection on the regional gastronomic heritage considered as one of the essential pillars on which should build largely on the development of cultural tourism."

C. Typical appearance of dishes Gastronomy Campeira

The power of South Rio Grande, there is the contribution of immigrants from various ethnic groups. According to the Traditionalist Movement Gaucho (23) and the Gaucho Institute of Tradition and Folklore (24), for the specific study of Campeira kitchen, one should consider the particularities influenced by foods of African, Portuguese, Spanish and indigenous which led to the preparation of recipes.

However, we note also the incorporation of some food of Italian and German culture due to immigration of these people, and their adaptations made by man of the field, characteristic of the pampa land (23).

Portuguese cuisine, Rio Grande do Sul, inherited the spices like cloves, cinnamon, nutmeg, and these have created the candy in Caldas, the most characteristic being the "Sweet Pumpkin" (Figure 2), "Potato sweet" (Figure 3), "sweet rice" (Figure 4), "Ambrosia" (Figure 5) (23). Portuguese immigrants arrived at the port, located in the city of Rio Grande (RS) in early 1812 to 1832, settling in the city of Pelotas (RS). Since the municipality enjoyed the production of fruits like orange, peach and bergamot, began the production of traditional Portuguese sweets, which later perfected the technique to introduce the candied sweets.



Figure 2: Pumpkin Sweet (25)



Figure 3: Sweet Potato (25)



Figure 4: Sweet Rice (25)



Figure 5: Ambrosia (25)

The "Puchero" (Figure 6), Spanish cooking term that designates the use of a ceramic pot was placed in which large pieces of meat with bones, to be cooked slowly. From a modification of the Spanish stew, created the "Puchero Creole" made with more meat and less chickpeas. The Spanish influence was more evident in the state, especially in Campaign region, since its formation in the early nineteenth century, to have livestock as an economic base (23). Because of this activity, the meat has become a staple of Campeira Gastronomy.

The Gaucha Cuisine, the "Barbecue" is one of the main dishes recognized by the natives, as is also seen as a socializing element, enjoyed by almost everyone and one of the oldest courses in the world (Figure 7).



Figure 6: Puchero (25)



Figure 7: Barbecue (25)

In September 1820, Saint-Hilaire, without giving special name, described the "Barbecue": "Just landed in the place where I landed, my soldier made a fire; cut the meat into long pieces of the thickness of a finger, he did tip on a stick about two feet long and stuck it to the spit of Guise in one of the pieces of meat, crossing it with other pieces of wood, crosswise, to extend and flesh; He stuck the skewer obliquely to the ground, exposing to fire one side of the meat, and when judged sufficiently baked, exposed the other side. After a quarter of an hour, this roast could be eaten, like a kind of juicy beefsteak, but extremely hard (26).

The "Barbecue", both in Brazil and the other Mercosur countries, arouses many curiosities about the method of preparation. According to (27) the "Wild Barbecue" is generally done in the open field or on the floor of a rustic barn. The chosen meat is tempered by the coarse salt that is given to the cattle themselves.

But the "Leather Barbecue", common on the border between Uruguay and Argentina, piece of meat is baked next to the leather slowly. The "Barbecue in the Hole" is made from a hole in the ground and it will light the fire. After some time warming up the place, retire the embers and placed pieces of meat, even with leather, made it, the fire-lit again and hoped the meat roasting (27). In Uruguay, the "Barbecue" is very appreciated in the form of "Parrillada", consisting of a portable grill that is placed on the table, in which the meat is placed (27). The "Barbecue Spit" is the most popular and appreciated in Brazil.

Other meat very appreciated by the gaucho is the "Jerky", which serves to make the traditional dish known as "Wagoner". The "Jerky" is a piece of meat preserved in coarse salt, and has its origin in the Northeast of Brazil. The "Wagoner" (Figure 8) takes its name because its origin is the time of drovers, the seventeenth century, street crossing the South of Brazil in carts pulled by oxen to transport goods (28).



Figure 8: Wagoner (29)

In addition to beef, the Campeira Gastronomy also has dishes with lamb, called "Ridge Sheep" (Figure 9).



Figure 9: Ridge Sheep (30)

The indigenous people, we inherit two native elements, like the bitter mate, popularly known as "Chimarrão" (Figure 10). It consists of a bowl, a pump, ground yerba mate and hot water. The term "mate" comes from the Castilian word "cimarrón". Concept of any beverage (coffee, tea, etc.) prepared without sugar.

**Figure 10:** Chimarrão (31)

It was in the seventeenth century when the Jesuit priests, observed the custom of the Guarani Indians in drink "Tererê" (tea made with yerba mate and cold water, drunk in bowls of gourd with a bamboo tube). The Jesuits used to the traditional afternoon tea, appreciated by Europeans, warmed water from "Tererê", and then, during the eighteenth and nineteenth centuries, became known as mate, making it the official drink of the gaúcho.

Typical dishes of the Rio Grande do Sul state were formed by a wide range of food and different techniques; and scaled up over the years, seeking recognition, becoming then seen as Gaucho symbols.

IV. CONCLUSION

Talking about the food theme refers to a constant possibility of revising traditions and consolidate a line between past and present. The smells, the colors, the culinary techniques are ingrained aspects of our memory and constantly awaken in the sense of collective identification.

As a cultural tourism product can enable the generation of jobs and strengthening the community in the integration of this with its history, culture and environment. In this sense, food is an object of history, because they are not just food, but they are in a social act related to uses, the customs, behaviors and situations of a particular culture.

In Rio Grande do Sul, cultural wealth, makes diverse cuisine become a major tourist differential, with the potential to develop and improve the state's economy. Therefore, it is necessary that the existing gastronomic resources as its culinary traditions, its food and its typical drinks are consolidated and constantly worked as a tourist and cultural attractions.

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