NOTISEM

Culinary Tourism

Convention for the Safeguarding of the Intangible Cultural Heritage

The Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage has inscribed

Traditional Mexican cuisine – ancestral, ongoing community culture, the Michoacán paradigm

on the Representative List of the Intangible Cultural Heritage of Humanity upon the proposal of Mexico

Inscription on this List contributes to ensuring better visibility of the intangible cultural heritage and awareness of its significance, and to encouraging dialogue which respects cultural diversity

Date of Inscription: *16 November 2010*

Director-General of UNESCO

Mexico is a country of extraordinary gastronomic wealth. This is confirmed by **18 Gastronomic Tours** in 155 destinations located in 32 states, 31 Magic towns, 9 cities recognized as Cultural Heritage, 14 natural and cultural sites, 25 ethnic groups and more than 500 thousand dishes and drinks. **The routes are:**

- The Stoves from Viñas del Mar and Aromas comprising the states of Baja California Norte and Baja California Sur.
- Cuisines of two worlds in the state of Chihuahua.
- The Bureau of the Garden and the Sea in Sinaloa.
- The Altar Day of the Dead in Michoacán.
- Road Markets , traveled by the states of Morelos and Guerrero.
- Taste of Today in Mexico City .
- The Route "Cooking with History", a circuit covering the States of Queretaro and Guanajuato.
- The Kitchen Road to the sound of Mariachi Jalisco.
- Browse The Flavors of the Sea by Nayarit and Colima.
- The Culture of Maguey in Hidalgo.
- The Road to Laguna del Mar, located in Tamaulipas.
- The Coffee Route with Vanilla in the state of Veracruz.
- The Thousand Flavors of Mole, Oaxaca.
- The Sweet Taste of the old times , in Tlaxcala and Puebla.
- The Cacao Route in Chiapas and Tabasco.
- The Maya ingredients, found in Yucatan and Quintana Roo.
- The Mining kitchen in Aguascalientes, San Luis Potosi and Zacatecas.
- Between Cortes and Vineyards town, the rout comprising the states of Nuevo Leon, Coahuila , Durango and Sonora.

"Tourism products associated with our intangible cultural heritage contribute to preserving and enhancing cultural diversity. Incorporating the traditional gastronomy tourism positively affects the number of visitors and safeguards traditional practices". Ministry of Tourism of Mexico.

In the tourism sector, gastronomy emphasizes its importance within the wide array of cultural characteristics. Current trends of tourism look forward to have a more direct relationship with the local communities and their customs, including its cuisine.

¿How do gastronomic routes started?

The development of culinary tourism is highly varied. This derives into different gastronomic tours in the world, that are dedicated to different types of food. For example, the route of the Iberian ham in Spain, the route of goat cheese, the wine route in Chile, or the route for *yerba mate* in Argentina, among many others.

The idea of these projects is to choose culinary themes that define the identity of the route. This implies the tread of products, development of the local economy, and the promotion of the culture and identity of a region.

¿What actions are performed in Mexico to strengthen culinary tourism?

On February 28, 2011, the National Agreement on Tourism was signed. This is a magnum project that has laid the groundwork to strengthen the tourism industry as an engine for development. Among its objectives is the promotion of Mexican cuisine declared a Cultural Heritage by UNESCO since 2010.

This initiative has structured Gastronomic Tours in Mexico, comprising 18 different tours of the states, which are designed to offer a dining experience through national flavors.

The objectives of this project are to enhance the country's tourism and stimulate traditional and contemporary Mexican cuisine, with a unique and distinctive appeal.

Relevant facts

On November 16, 2010, the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage of UNESCO integrated the "Traditional Cuisines of Mexico, an ancient, popular and lively cultural community" to the Representative List of the Intangible Cultural Heritage.

More information...

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