

Research Article

IMPORTANCE OF GASTRONOMIC MARKETING FOR THE TOURISM DEVELOPMENT OF THE MANTA CITY, MANABÍ

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ABSTRACT

This paper aims to analyze the importance of the gastronomic marketing of the city of Manta, studying factors of value for the development of the economy, tourism and gastronomy of the province Manabí and Ecuador. It also investigates the forms and resources of the gastronomic promotion in tourist cities worldwide, which contribute to the increase of gastronomic commerce. For this we proceeded to review the literature, to describe the primordial elements of the gastronomy of Manabí and Ecuador, and to expose with greater clarity the gastronomic potential of Manabita, taking, for example, the city of Manta, for this research. This work is based on a descriptive, non-experimental, and analytical study. Additionally, significant progress has been made by the Peruvian economy through the positioning of its cuisine as the central axis of the economy and tourism. It is important to emphasize that the gastronomic marketing in Ecuador is indeed of great importance, since through it it can reaffirm the gastronomy identity and rescue the culinary pride, as long as the Ecuadorian cuisine is rediscovered and remains faithful to the roots. It is necessary the commitment of the citizens of the city of Manta, to promote Ecuadorian cuisine as an integrating instrument, as well as the culinary techniques and techniques typical of the area, facilitating and strengthening adequate environmental and food security.

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INTRODUCTION

Gastronomy can be defined as the art of shaping, fusing and building with food a dish of any type of food using techniques and methods for the realization. From another point of view, it could be concretized as the relationship between man and food. It is possible to affirm that the gastronomy is not only the art of preparing and tasting the food, but through it one can discover traditions and knowledge that have evolved over time, being able to be a central axis not only in the culture, but also in subjects related to art and science.

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Marketing is known in Spanish as mercadotecnia (market and technology). It is defined as a set of principles and practices that seek to increase commerce, especially demand; Is a study of procedures and resources for this purpose (RAE, 2014) In English, the definition of marketing is translated as the action or business of promotion and sale of products or services, which includes market studies and advertising publicity (Oxford, 2014). The first definition focuses more on theory, while the second on practice. This work focuses more on the theoretical aspect of gastronomic marketing. The objective of this article is to analyze the importance of the gastronomic marketing of the Manabí province and its Manta City, since in considering the unique biodiversity and pluriculturalism that Ecuador possesses, as well as the tourist level that has reached

the country in the last years and the Observe the benefits of tourism in other countries by giving greater importance to the culinary promotion, you can look for gastronomic alternatives for the strengthening and development of the economy in this city, benefiting the country together. To this end, we proceed to analyze the resources that Ecuador has in conjunction with the Manabí provinces and the Manta city, then the procedures that are being implemented in order to increase trade through Ecuadorian kitchen.

ABOUT ECUADOR

The gastronomy in Ecuador is highly rich thanks to its megadiversity and the different ancestral cultures, whose combination is an important base for the elaboration and culinary production at the moment. On the one hand, megadiversity Ecuadorian is found mainly in the great variety of climates, microclimates and the variety of species in fauna and flora. On the other hand, the different cultures are derived from the indigenous roots and from the European influence, being this a mixture of knowledge and flavors that still are present in the Ecuadorian homes. In Ecuador, gastronomy is reflected through the different regions and how the dishes are prepared, the wide variety of products and the tradition in its elaboration. This is how many traditional dishes of the country focus on products that enhance this food, as well as identify each region for how they use and apply these products for the elaboration of a dish. With the passage of time, new international trends, as well as combinations of products and species have been fused in Ecuadorian kitchen, giving a different flavor and creativity to their preparations, in what is also known as "Creole food."

The typical dishes of each region of the country are considered and respected since its preparation, cooking technique, processing process, giving them a greater importance for its history and tradition. The following table shows the four regions of Ecuador and the products most used in each of these.

Talking about one's own cultural elements is the brand that makes a people different, what characterizes it, what makes it unique in the world. For this reason, Ecuador must rescue its gastronomic culture as a means to identify itself before the world. However, the adoption of foreign cultures is more frequently perceived in many provinces of Ecuador; notwithstanding their customs and gastronomic traditions as their typical dishes, are elaborated on the basis of the richest quality raw materials produced by their lands. It is worth mentioning that in the globalized world and in the case of gastronomy, it has stimulated the recreation of local identities, while turning commodities into cultural facts and mediatizing them as offers for global consumption, which paradoxically is based on the Cultural heterogeneity as added value. This statement helps us understand the mediatization of local culture in the context of globalization, where it acquires a commercial figure. In many cases, tourism becomes a practice of exploring the gastronomic identity, since gastronomy not only determines the way a village feeds, but also during the preparation of certain culinary dishes, it is also possible to know the way in which people develop and relate.

The acculturation (adoption of other cultures) of gastronomy in the villages, has as a consequence that the future generations do not know and lose their cultural identity, as an example, with music. When doing an investigation in the Bahía de Caráquez City to know the typical dishes that are served to the diners, it was known that there is no restaurant that specializes in food typical of the place or the province, with few dishes being offered, such as viches, shrimp ceviches, fish, shell, crab, broth of creole hen and bolones de verde, leaving traditional dishes such as white whey, tonga, humitas and many more outside their menus. (Aráuz, 2013). In recent years there have been public and private initiatives that seek to rescue the Ecuadorian culinary identity. Gastronomic competitions at national, regional, national and international culinary events, make Ecuadorian gastronomy take an important position in the socio-cultural activities of the nation.

Table 1. Brief explanatory table showing diversity in Ecuadorian kitchen

Región	Insular Region and Coast	Sierra	Orient
Consumerproducts	Meat, seafood, grains, bananas, rice, peanut, cassava.	Meats, corn, potatoes.	Meats, seafood, cassava, banana, traditional plants.
Variations	Chicken, Goat, Fish, Shrimp, Crab, Choclo, Lentil	Pork, Cuy, Melloco, Mote.	Arazá, cocona, borojó, chonta, monkey, guanta, turtle, ants, snake.
Traditionaldishes (byregion)	Ceviche, ChickenBroth, Venue, Viche, Ceviche, Guatita, Sancocho, Bolón, Casserole.	Baking, Fry, Roasted Cuy, Tamales, Locro de Papas, Yaguar locro, Llapin-gachos.	Maito, Ayampaco, Cachama Soup, Snail Ceviche, Roasted Guanta.

The closest to a national dish could be mentioned for example the pork fry, the fanesca as a dish that joins all by the commemorative date, however there is no in the country an emblematic dish that identifies the Ecuadorian gastronomy. This leads to analyze the Ecuadorian culinary identity in detail. It is when the questions are asked, who am I? And where do I come from? It is known that the construction and the development of the identity have a period of time since the formation in the first years as individual, from the homes, the environment in which this individual develops, educational formation and the country. In the case of Ecuador, the wide variety of products and diverse ecosystems tend to confuse and blur this vision of the national product to how to identify it at a global level.

"Roots" is the first integrated international event of Ecuadorian gastronomy that brings together all participants of the gastronomic value chain; from small producers to large and recognized hotels, manufacturers of instruments, implements, machinery, supplies and processed foods, among others. It was born with the aim of creating standards, actively involving the Tourism Office of the Municipality of Guayaquil I. in this process and the most important gastronomic schools in the country. It seeks to incorporate techniques and trends that allow to innovate, update and merge the roots of Ecuadorian kitchen, design prizes and public qualifications to include traditional hollows in the process to generate knowledge and competence in the sector, scholarships and opportunities for professionals with potential and without means.

(MINTUR, 2014). In the same way, "Sabora Ecuador" was born, an initiative of Diners Club Ecuador, within its strategy of Social Responsibility. This project aims to boost the country's gastronomic and cultural wealth, promoting inclusive tourism through it. The program is designed to enhance the gastronomic culture of different populations; the same ones that invites to delight the delights and to visit wonderful landscapes (saboraecuador.com, 2013). Other initiatives have also been created throughout the country, such as "Sabor a Manabí", a contest organized by the Ecuadorian American Chamber of Commerce and the Ecuadorian Chefs Association, which manages to bring together local, national and international chefs, which must elaborate a plate with important elements of the manabita gastronomy like the green banana, peanut, tuna, saltoprieta, looking for to rescue those flavors of the gastronomy of this province. Another event that has been gaining importance at the national level is the "Culinary Cup Ecuador". Although the information related to typical dishes, recipes and others is seen more frequently in the gastronomic market, it is necessary a significant diffusion at national and international level for its dissemination.

In an interview conducted by the Ministry of Tourism, Ecuadorian chef Gallardo points out that the gastronomic identity process takes several decades. For example, Peru needs a continuous effort of thirty years; Mexico of seventy years. Whereas France needs a hundred years. Ecuador has already initiated a research project and the construction of a base of texts that proclaim and develop the identity of a people. However, only a continuous effort and with a sustained strategy, could come to emphasize its kitchen (MINTUR, 2014). During the last three years up to April 2013, the visitation in Continental Protected Areas (with tourist focus) reported approximately two million national and foreign visitors, registering an increase of almost forty percent in 2012 (Environment, 2014). Which demonstrates the significant increase in tourism in Ecuador in recent years. According to studies by the Ministry of Tourism (2011), the main activity carried out by foreign visitors in the country is closely related to Cultural Tourism, while the national tourist mostly performed Sun and Beach activities.

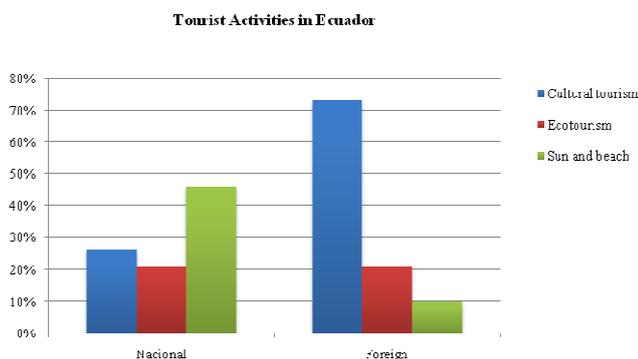


Figure 1. The main activities carried out by domestic and foreign tourists in Ecuador

The significant increase in tourist demand, as well as a general perception about the main activities carried out by domestic and foreign tourists, gives greater importance to the motives and efforts to rescue the culinary identity, such as those discussed in previous paragraphs. Accordingly, it is equally important to promote Ecuadorian cuisine at national and international levels.

The first efforts based on a formal advertising strategy to make Ecuador known as a tourist power began in 2001 with the positioning of the country brand "La Vida en Estado Puro". Later, the country brand would evolve in what is now known as "Ecuador loves life", in order to better exploit the country's natural image and reinforce the brand's reminder through a greater identification of the same with people. Since November 2013, the country brand has passed to the Ministry of Foreign Trade, an agency that seeks to revalue the brand, focusing on exportable products and the best way to expose Ecuadorian identity (Marcapaisecuador, 2014). In April 2014, the Ministry of Tourism launched the "All you need is Ecuador" campaign worldwide, to position the country as a world-class tourist destination (www.ecuador.travel). The country's promotional work is reinforced by the "First Ecuador" campaign, which aims to identify national products, transform the productive matrix, promote national production, generate employment and promote productive development. For this, the companies that qualify can access financing for productive development, promotion through commercial agreements with different distribution channels and long-term profitability. The brand lasts for two years, after which it can be renewed. One of the first companies to qualify was licensed in five days (Universo, 2014). It is also important to highlight other organizations supporting local production, such as the National Finance Corporation or commercial support entities such as CORPEI, which is responsible for the private promotion of foreign trade and investments in Ecuador and abroad, which contributes to the development of the country due to its public - private articulator role, experience, technical capacity, credibility and the possibility of providing non - conventional financial resources (CORPEI, 2014).

Manta, Manabí: an example of the Ecuadorian gastronomic riches

The Manabí of province is legendary for its beautiful beaches. It has great historical wealth and a glorious past. Manabí is history, it is the cradle of illustrious and heroic men, and it is strength and progress, also handicrafts, gastronomy tradition, religious fervor, revelry and beauty. It is an exporting province of shrimp, bananas, coffee, cotton, among other products and the possibilities of investment are insurmountable, it is a pole of development of high potentiality. Artesanal fishing is important in Manabí. (Turismo, 2014). The coasts of Ecuador have several populations that still maintain the charm of the fishing villages of this South American region and in which one can enjoy an excellent atmosphere and beautiful landscapes. One of these is Manta, which is in the province of Manabí, in the west of the country, and where you can access beautiful beaches (Cárdenas, 2013). Manta is one of the beaches with a unique environment on the Ecuadorian coast. It has many sites that are worth visiting, just walking. In the morning hours fishermen can be found with fresh seafood, ready for sale and also for their elaboration in the food stalls. In the last decade, Manta has achieved important tourism and commercial development. The beaches of Manta are a region dedicated to tourism and to the care of the environment. In recent years, promotional events have been set up in the province, and in the city, such as La Culinaria. This event is done through a tripartite agreement between the American Ecuadorian Foundation, Manta Municipality and Latitude Zero.

It has also managed to replicate in Manta the program "Roots", GAD-Guayaquil, which promotes "Las Huecas" popular food that are incentivated and rewarded in tourist sense. In that sense, we work with the academic sector, municipal government and private enterprise. Manta has a fabulous gastronomic tourist scene that is located on the beach bat, where it picks up several restaurants that offer typical, regional and international meals; a range of exquisite dishes where ancestral flavors and knowledge are combined with the new gastronomic trends of today. In recent years has seen the increase of tourists to the sector, as well as the international cruise stops that make the city stand out, also the different types of events that have been carried out in previous years and during this year, international events of sports, cultural and social nature, which attract many domestic and foreign tourists. The festivities of the city in its commemorative days, and the nightlife make an unforgettable stay for the tourists. The province of Manabí and the Manta city is known for possessing the best gastronomy of Ecuador. It has always been commented on and they have wondered why the gastronomy of Ecuador and the one of Manabí has not been positioned worldwide, because there has been a marketing campaign on this gastronomy that could be one of those that identify Ecuador to Level and can be considered as cultural heritage.

Marketing in Gastronomy

To refer to the gastronomic marketing of a country, we took, for example, Peru, a sister country, with riches of the same level of Ecuador. Peru currently lives a "gastronomic boom". The average number of restaurants doubled over a period of ten years, from forty thousand in 2001 to almost eighty thousand in 2011 (APEGA, 2013). The president of the Subcommittee on Gastronomy of the Chamber of Commerce of Lima (CCL), Adolfo Perret, estimated that by 2013 the gastronomy would contribute with thirteen percent of GDP and there would be about sixty-six thousand restaurants (Americaeconomia, 2013). In 2013, the Chamber of Commerce of Lima estimated the existence of approximately two hundred and fifty thousand establishments dedicated to the sale of food and beverages, which would generate sales close to seven billion dollars (Americaeconomia, 2013); if we relate this last figure to Peru's GDP in the same year (\$ 202.3M - World Bank), this would represent a little more than three percent of GDP; if we relate this last figure to Peru's GDP in the same year (\$ 202.3M - World Bank), this would represent a little more than three percent of GDP.

The consulting firm Arellano Marketing (2013) considers that today At least five and a half million Peruvians benefit from the gastronomic chain. The magazine *AméricaEconomía* (2013), for its part, reveals that gastronomy provides direct employment to more than 1.5 million people, directly and indirectly benefiting almost ten percent of the population, estimated at 30 million by July 2014 (CIA, 2014), which confirms the "gastronomic boom" that the country lives. By the end of 2007, Peruvian cuisine was proclaimed Cultural Patrimony of the Nation (Peru, 2007), also seeking to become Intangible Heritage of Humanity of UNESCO in the next years (La Prensa.pe, 2014). The acclaimed chef GastónAcurio reveals that in addition to the biodiversity and pluriculturalidad that exists in the country, Peruvian food has become popular worldwide thanks to the development of the gastronomic

industry along with the international brand called Peruvian cuisine, as well as the Commitment of its actors to turn it into a social integration tool that generates opportunities and safeguards the environment (www.peru.com, 2013).

The recognition of Peruvian cuisine nationally and internationally is reinforced by events in the sector, such as the gastronomic fair *Mistura* (Feria *Mistura*), which has become a benchmark of Peruvian cuisine, mainly at the local level; While international magazine *British Restaurants* (Restaurants, 2014) has selected Lima as the Latin American gastronomic capital in 2013, placing the Peruvian restaurant *Astrid and Gastón* in the first place in the same year. In 2014, Lima will be the venue for these awards for the second time, consolidating its position as a reference point for Latin American gastronomy (UY, 2014). The Peruvian culinary growth has made many young people interested in the gastronomic profession. These are promoted by the private sector and currently have a considerable number of students who choose to study in the different specialties of gastronomy. As tourism, hotel and gastronomy grow, it is necessary to have more professionals who know the environment. Gastronomy embodies the image of Peru around the world. This makes that the visits to this country are on elevate their statistical levels of tourist visitors. In addition, Peruvian gastronomy has been strengthened with franchises, which today represent at least sixty-seven percent of all franchises within the country.

At the international level, it is estimated that international trade in gastronomy products grows three times more than the national GDP and that the proliferation of franchises encourages the undertaking of Peruvian migrants abroad (APEGA, 2013). While growth in Peru has remained at an average of six percent per year, there are studies that determine a growth in gastronomy above GDP, as well as other conclusions particular to this study, which demonstrate the opposite. In spite of certain disparities, gastronomy in Peru has become a topic of discussion at the national and international level, reinforcing every day the identity, image and reputation, as well as the inclusive development in the motor of its economy. This is reinforced with the diffusion of the brand, as well as in the proliferation of Peruvian cooking schools, franchises and the enhancement of cultural heritage. Although the recognition of Peruvian cuisine at the international level is a consequence of the local impulse at strategic points for its development, perhaps the most important feature of this effort is the reaffirmation of the identity through the revaluation of the culture, reason why Contemporary Peruvian cuisine faithful to its roots.

Marketing as a gastronomic revaluation tool

Identity is formed from the home, raising awareness and sowing Ecuadorian idiosyncrasy, with a more open vision to recognize the importance of natural riches and culinary traditions. The progressive acculturation in Ecuador directly reduces the opportunities to take advantage of certain types of tourism, such as rural and ethnic, and their promotion through certain types of marketing, such as experiences or fairtrade. That is why it is important to rescue the pride of the culinary roots, to rescue the gastronomic culture, to consume the local products and to promote inclusive and sustainable alternatives to make tourism.

It should be emphasized that the cuisine, Ecuadorian and therefore the Manabi, is much more than "Creole food", so it could be categorized more according to the Ecuadorian gastronomic reality, such as ancestral Amazonian cuisine, traditional and contemporary Andean cuisine, and Coastal cuisine, among others. In this way, gastronomy could be given greater depth and universal importance. Possibly it is due to the extraordinary diversity of Ecuador that today there is not a great ignorance about the innumerable typical dishes and has not yet proclaimed a typical dish, that is consumed throughout the territory and that makes known the country worldwide. Precisely in this area, gastronomic marketing is already contributing to find this identity through various initiatives related to the theme. Thanks to this, the typical food has also taken possession in hotels, resorts and restaurants, thus giving a remarkable difference to the gastronomic offer. The promotion of gastronomy as part of the Ecuadorian identity can be projected to the outside in an appropriate way, provided it is first formalized within a strategy as a country, as Peru is doing. However, the opportunities offered by Ecuadorian gastronomy have not been exploited to their full potential. This can be observed in the little importance that has been given to the gastronomy, either from the studies related to tourism shown above, where it has not been part as an indicator, or from a broader point of view, as can be observed in the Strategic Plan for Development and National Security "Ecuador 2025" (repositorio.iaen.edu.ec). It would be advisable to start by studying more about the current situation of Ecuadorian food, which includes, for example, the number of restaurants, franchises, and how much gas brings to GDP.

The strategies and objectives proposed by public and private entities, which have a greater scope at national and international level, could contribute with greater economic and cultural value by providing an independent space for gastronomy. For this, it would be ideal to integrate gastronomic initiatives (such as "Flavor to Ecuador") as an element of value to project it to the world. The country could also look for its gastronomy to become National Heritage, with a view to becoming a World Heritage Site, as it has the necessary elements for this purpose, as demonstrated by its nature and history. If we take into account the high tourist growth in recent years, it should be possible to understand in more detail the contribution of gastronomy within this reality, so as to be able to take more effective actions in the promotion of tourism in Ecuador: If we observe that the foreign tourist visits Ecuador mainly for its culture, it is worth rethinking, for example, the strategies of campaigns like "All you need is Ecuador", in which you can observe the positioning of the country as a destination with an extraordinary Biodiversity, but the multicultural counterweight necessary to justify the cultural search of the foreign visitor, which in this case is precisely the objective audience, is not perceived. In order to create a suitable gastronomic marketing strategy, it is important to get involved with the consumer incentive, the experiences and emotions of the people, as well as the culinary tendencies at the international level. Expertise marketing, fair trade; gastronomic, cultural, rural, ethnic ecological, adventure, sun and beach, as well as the inclusion of gastronomy in cultural agendas such as traditional festivities or markets are a great contribution to the success of culinary promotion inside and outside the country. Last but not least, the creation of the international brand "Ecuadorian food", would serve to

reinforce national identity, raise tourism and achieve a new World Heritage.

Conclusion

Ecuadorians can experience a new productive reality by revaluing gastronomy as part of their identity and by inserting it into the core of their economy. For this, the commitment of its actors is necessary, in order to make Ecuadorian cuisine an integrating tool, which provides adequate environmental and food security. As this article demonstrates, the country has the natural and cultural resources for this purpose. In addition, several public and private entities have already taken the first steps to allow a positioning of gastronomy as part of the national identity. Likewise, support programs for entrepreneurship and for the return of expatriates have been created in recent years, which can be channeled to and from the food sector. The gastronomic marketing in Ecuador is mainly of great importance, since through it one can reaffirm the culinary identity and rescue the Ecuadorian pride, as long as Ecuadorian cuisine is rediscovered and remains faithful to its roots.

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