

The Gastronomic Tourism present in the Bioceanic Route in Mato Grosso do Sul

O Turismo Gastronômico presente na Rota Bioceânica em Mato Grosso do Sul

El Turismo Gastronómico presente en la Ruta Bioceánica en Mato Grosso do Sul

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Abstract: The subject of this article is the possibility of exploring and discovering the potential of the gastronomy in the state of Mato Grosso do Sul, more specifically in the municipalities that make up the Bioceanic Route, aiming to highlight the importance and attractions of gastronomic tourism. Additionally, the intention is to promote the Bioceanic Route as a tourist destination for gastronomy enthusiasts, highlighting the unique foods and gastronomic experiences that can be found along the journey. The analytical trajectory of this work was based on bibliographic review and analysis of documented data from public institutions, with the intention of obtaining updated information and knowledge on the subject. The results obtained indicate that, up to the present moment, there are no financial investments or discussions about the implementation of a gastronomic route along the Bioceanic Route. The route lacks fueling stations, which, once established, tend to offer fast food and ready-made meals for truck drivers who transit through the region, considered a logistics hub. However, one initiative does not invalidate the other, as while it is necessary to provide quick and affordable food to meet the dietary needs of those who transit for work, there is also another audience that will enjoy the route for leisure travel. Therefore, the creation of a gastronomic circuit, which includes restaurants, cafes, local producers, food fairs, and other establishments, offering an authentic experience of the regional cuisine, brings numerous benefits for local development. In summary, the creation of a gastronomic route can be a promising opportunity for sustainable local development, valuing regional cuisine, stimulating tourism, and strengthening the economy. This project requires planning, community involvement, and strategic partnerships to achieve success.

Keywords: Bioceanic Road Route; gastronomic tourism; cultural heritage.

Resumo: A temática deste artigo é a possibilidade de explorar e descobrir as potencialidades da gastronomia do estado de Mato Grosso do Sul, mais especificamente nos municípios integrantes da Rota Bioceânica, objetivando assim, destacar a importância e os atrativos do turismo gastronômico. Além disso, pretende-se promover a Rota Bioceânica como um destino turístico para os entusiastas da gastronomia, destacando os alimentos e as experiências gastronômicas únicas que podem ser encontrados ao longo do percurso. A trajetória analítica deste trabalho baseou-se em revisão bibliográfica e análise de dados documentais de órgãos públicos, com o intuito de obter informações e conhecimentos atualizados sobre o tema. Os resultados obtidos indicam que, até o presente momento, não há investimentos financeiros ou diálogo sobre a implantação de uma rota gastronômica ao longo do trajeto da Rota Bioceânica. A Rota apresenta carência de postos de abastecimento, que, uma vez implantados, tendem a oferecer alimentos rápidos e pratos prontos para os motoristas de caminhão que transitam pela região, considerada um *Hub* logístico. No entanto, uma iniciativa não invalida a outra, pois, enquanto é necessário fornecer alimentos rápidos e mais acessíveis para suprir as necessidades alimentares daqueles que transitam a trabalho, também há outro público que usufruirá da rota para viajar a lazer. Portanto, a criação de um circuito gastronômico, que inclua restaurantes, cafés, produtores locais, feiras de alimentos e outros estabelecimentos, oferecendo uma experiência autêntica da culinária regional, traz inúmeros benefícios para o desenvolvimento local. Em suma, a criação de uma rota gastronômica pode ser uma oportunidade promissora para o desenvolvimento local sustentável, valorizando a culinária regional, estimulando o turismo e fortalecendo a economia. Esse projeto requer planejamento, envolvimento da comunidade e parcerias estratégicas para obter sucesso.

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Palavra-chave: Rota Bioceânica; turismo gastronômico; patrimônio cultural.

Resumen: El tema de este artículo es la posibilidad de explorar y descubrir las potencialidades de la gastronomía del estado de Mato Grosso do Sul, más específicamente en los municipios que conforman la Rota Bioceânica, con el objetivo de resaltar la importancia y los atractivos del turismo gastronómico. Además, se pretende promover la Rota Bioceânica como un destino turístico para los entusiastas de la gastronomía, destacando los alimentos y las experiencias gastronómicas únicas que se pueden encontrar a lo largo del recorrido. La trayectoria analítica de este trabajo se basó en una revisión bibliográfica y análisis de datos documentales de organismos públicos, con la intención de obtener información y conocimientos actualizados sobre el tema. Los resultados obtenidos indican que, hasta el momento presente, no hay inversiones financieras ni diálogo sobre la implantación de una ruta gastronómica a lo largo del trayecto de la Rota Bioceânica. La Rota carece de estaciones de servicio que, una vez establecidas, tienden a ofrecer alimentos rápidos y platos preparados para los conductores de camiones que transitan por la región, considerada un Hub logístico. Sin embargo, una iniciativa no invalida a la otra, ya que mientras es necesario proporcionar alimentos rápidos y más accesibles para satisfacer las necesidades alimenticias de quienes transitan por trabajo, también hay otro público que disfrutará de la ruta para viajar por placer. Por lo tanto, la creación de un circuito gastronómico, que incluya restaurantes, cafés, productores locales, ferias de alimentos y otros establecimientos, ofreciendo una experiencia auténtica de la cocina regional, trae numerosos beneficios para el desarrollo local. En resumen, la creación de una ruta gastronómica puede ser una oportunidad prometedora para el desarrollo local sostenible, valorando la cocina regional, estimulando el turismo y fortaleciendo la economía. Este proyecto requiere planificación, participación de la comunidad y alianzas estratégicas para obtener éxito.

Palabrasclave: Rota Bioceânica; Turismo Gastronómico; Patrimonio Cultural.

1 INTRODUCCION

Gastronomy has always played an important role in tourism, providing a unique experience that involves the senses and reflects the culture and identity of a place. In the state of Mato Grosso do Sul, located in the heart of South America, the Bioceanic Route stands out as a promising setting for gastronomic tourism. This route connecting the municipalities of the region creates an unmissable opportunity to explore and discover the culinary delights that are part of the rich culture of Mato Grosso do Sul.

The Bioceanic Route, also known as the Latin American Integration Route (RILA) or Bioceanic Corridor, envisions an international road transport corridor under implementation, aiming to connect Brazil, Paraguay, and Argentina to the Northern ports of Chile. In Mato Grosso do Sul, all cities that currently serve as transit routes from Mato Grosso, Goiás, Minas Gerais, São Paulo, and Paraná Will be impacted, concentrating from there on Campo Grande, Sidrolândia, Terenos, Dois Irmãos do Buriti, Anastácio, Maracaju, Nioaque, Guia Lopes da Laguna, Jardim, Bela Vista, Caracol, and Porto Murtinho.

Along the Bioceanic Route in Mato Grosso do Sul, it is possible to appreciate a gastronomic diversity that combines indigenous traditions, European influences, and flavors typical of the Pantanal region. The local cuisine stands out for the use of fresh and authentic ingredients, such as fish from crystalline rivers, high-quality beef, exotic fruits, and aromatic herbs.

In this gastronomic journey, it is possible to explore the possibilities that foods offer and a wide variety of delicious dishes. From the famous dessert "doce de leite" to iconic dishes like "peixe na telha" and "chipa pantaneira," travelers have the opportunity to taste unique and authentic flavors, expertly prepared by local chefs and cooks.

In addition to culinary experiences, gastronomic tourism on the Bioceanic Route in Mato Grosso do Sul provides an immersion into local culture and traditions. Visitors have the chance to learn about the stories behind each dish, participate in gastronomic festivals, visit indigenous

communities that preserve their ancestral food preparation techniques, and enjoy breathtaking landscapes while savoring memorable meals.

In this article, we explore the gastronomic tourism present on the Bioceanic Route in Mato Grosso do Sul. We also investigate the flavors, ingredients, establishments, and experiences that make this route a true culinary journey. By highlighting the importance of this form of tourism in the region we hope to inspire others to embark on the gastronomic adventure and discover the secrets and pleasures that await along the Route.

In this sense, the perception of the potential for promoting a gastronomic route in the state of Mato Grosso do Sul is relevant, driven by the regional development provided by the Bioceanic Route, as well as the investigation of opportunities for commercial and productive integration between different Brazilian states and the involved countries. This opens the possibility of visibility and growth for the local gastronomy.

It is essential to highlight that the lack of specific studies on gastronomy along the Bioceanic Route in Mato Grosso do Sul does not indicate the non-existence or lack of relevance of gastronomic tourism. In this sense, it is indispensable to conduct more detailed and specific scientific studies to understand this gastronomy as a significant cultural attraction.

The objective of this article, therefore, is to conduct a characterization of the Bioceanic Route, examine the cultural scenario of each municipality along the route, and identify the gastronomic possibilities present. Based on this information, the aim is to outline an itinerary that highlights the potential of gastronomic tourism in the state of Mato Grosso do Sul.

Regarding the methodology used, the article adopts a qualitative approach, incorporating a literature review and analysis of documentary data from public organizations, to obtain updated information and knowledge on the subject.

Thus, in the development of the article, we initially present the history of the gastronomic diversity of the Mato Grosso do Sul region and its connection with culinary traditions, which results from the fusion of formative influences in the state. Next, we discuss the characterization of the Bioceanic Route and its role within the state of Mato Grosso do Sul.

In the final section, the fundamental role of tourism and gastronomy in promoting destinations is highlighted. Consequently, an indication of a gastronomic tourism route with potential is presented, encompassing the municipalities that make up the Bioceanic Route.

2 THE GASTRONOMIC DIVERSITY OF THE MATO GROSSO DO SUL REGION

Located in the heart of Brazil, the state of Mato Grosso do Sul hosts a rich variety of flavors and culinary traditions, resulting from the fusion of indigenous, European, and Afro-Brazilian influences. The influence of Lebanese, Japanese, and border immigration is also present in the gastronomy, providing a variety of flavors and culinary techniques.

Food plays a significant role in the culture of a place as it represents a form of expression, communication, and cultural identity; in other words, it is a language in itself. Through food, we can understand the values, traditions, and influences of a particular locality.

In the case of Mato Grosso do Sul, there have been several influences that shaped its people, due to its proximity to Paraguay and Bolivia, leading to numerous cultural interweavings to form a unique and diversified cuisine. From Paraguay comes the taste for the bitterness of tereré, a beverage resulting from the cold infusion of native yerba mate³, which is complemented with

³ *Ilex paraguariensis*.

lemon or mint. It is prepared in a gourd⁴ and sipped⁵ through a straw. The drink is often shared, strengthening social bonds, and promoting interaction among people.

Just as the yerba mate itself, tereré has historical roots and a broader cultural significance, deeply rooted in the traditions of indigenous peoples, especially the Guarani. According to Contini, Castilho and Costa (2012, p. 163), “Os guaranis, até onde se conhece, estabeleciam suas relações com a erva a partir de elementos imateriais, sendo esta utilizada como um ‘elo’ entre o mundo material e o espiritual, ou como um elemento que facilitava a comunicação com o sobrenatural”.

In 2020, due to the reasons mentioned above, tereré was declared Intangible Cultural Heritage of Humanity by UNESCO (United Nations Educational, Scientific and Cultural Organization). The promotion of this candidacy was initiated by Paraguay in March 2019, with the support of various sectors involved, and it was approved by the Commission for the Safeguarding of Intangible Cultural Heritage, headed by the National Secretary of Culture of that country.

In Mato Grosso do Sul, Legislative Decree 769/2023, published in the Official Gazette of the Legislative Assembly of Mato Grosso do Sul (ALEMS), declared Tereré as an intangible and cultural heritage of the State of Mato Grosso do Sul (Figures 1 and 2).

Figures 1 and 2 – Tereré as an intangible cultural heritage of Mato Grosso do Sul



Source: <https://www.facebook.com/photo?fbid=974840975999955&set=pcb.974841092666610>. Access: 17th of July, 2023.

Two other common ingredients in both indigenous cultures are corn and cassava. Besides being highly appreciated as accompaniments to grilled dishes, they are featured in the most typical delicacies of Mato Grosso do Sul, one of which is the Paraguayan soup. This dish was introduced through the integration of cuisines and has a different consumption and preparation method on the Brazilian side. The Paraguayan soup, which is not at all liquid, is a savory corn cake with a soft and moist texture, made with cornmeal, eggs, fresh cheese, lard or butter, and sautéed onions. Some recipes also add grated corn, which makes the internal texture of the cake moister. According to Sampaio (2012, p. 49), “É muito apreciada a qualquer hora do dia e serve também como uma entrada enquanto se aperitiva no aguardo da refeição”. It can be found in the city of Campo Grande, in bakeries and snack bars, and is usually present during celebratory moments (Figure 3).

⁴ Containers made of horn or wood.

⁵ Metal straw.

Figure 3 – Paraguayan soup, a tradition in the gastronomy of Mato Grosso do Sul



Source: <https://www.brasilagosto.org/?s=sopa+paraguaia>. Access: 17th of July, 2023.

Another delicacy is the traditional Paraguayan Chipa, which has gained a Brazilian version. Its traditional recipe includes cassava starch, a little cornstarch, and anise seeds, giving it a cookie-like texture. In Mato Grosso do Sul, however, it is prepared only with cassava starch and without the addition of anise. Its ingredients include sweet cassava starch, country cheese, eggs, butter, and salt. Alternatively, the fat can be replaced with heavy cream and milk can be added to scald the cassava starch. Its texture resembles that of cheese bread, with a crispy exterior and a soft interior, and it can also be fried in moderately hot oil (Figures 4 and 5).

Figures 4 and 5 – Chipa in the gastronomy of Mato Grosso do Sul



Source: <https://www.brasilagosto.org/?s=chipa><https://www.sabornamesa.com.br/receitas-de-lanches/chipa-paraguaia-de-queijo-assada-simples>. Access: 17th of July, 2023.

Bolivian cuisine also strongly influences the gastronomy of Mato Grosso do Sul, combining with the characteristic ingredients and flavors of the region. Spices like cumin and peppers find their place in this culinary fusion, bringing a variety of aromas and colors. Moreover, Bolivian dishes such as Salteña, originally from Argentina but with name and fame in Bolivia, are savory pastries filled with meat, vegetables, and olives, which have conquered the taste of the people from Mato Grosso do Sul. Another highly appreciated dish is Bolivian rice, prepared with rice, beef, and vegetables, and includes fried bananas in its composition (Figures 6 and 7).

Figures 6 and 7 – The influence of Bolivian gastronomy in Mato Grosso do Sul



Source: Luna Garcia – Cozinha Regional boliviana; G1 Mato Grosso do Sul – MSTV.

Not only the tastes, flavors, and colors of South America contributed to the culinary culture of Mato Grosso do Sul. According to the official website of the Municipal Prefecture of Campo Grande, the Japanese immigrants from Asia also played a significant role in shaping the gastronomy of the region. They currently form the third-largest Japanese colony in Brazil and have become one of the most important communities in Campo Grande. These immigrants, mainly from Okinawa, brought with them the Sobá (Figures 8 and 9), which represents the complete integration between the two cultures in the city. The Sobá in Campo Grande is a dish made with a specific type of handmade noodle, topped with pieces of meat, and served in a special broth, along with omelette strips and chopped green onions. It is very popular at the central market and is the most consumed dish by the visitors (PREFCG, *s.d.*).

Figures 8 and 9 – Sobá in the Gastronomy of Mato Grosso do Sul



Source: <https://www.facebook.com/photo/?fbid=424297499724607&set=pcb.424298216391202>. Access: 17th of July, 2023.

Food, besides being connected to the exchange between cultures of a place with the influences of immigrants, migrants, native colonizers, invaders, reflects the available natural resources, climate, geography, and local agriculture resulting in a distinct cuisine, based on products from the waters and the land.

Mato Grosso do Sul features a beautiful ecosystem, encompassing three types of biomes that shape its climate, geography, fauna, and flora; these are the Cerrado, the Pantanal, and the Atlantic Forest.

From the abundance of rivers arises fishing, from which delicious dishes can be prepared, including cooking, roasting, stewing, and frying, in addition to the fruits of the Cerrado. Among

them, the guavira⁶ stands out, which has become a symbol of the state.

A well-known dish in Porto Murtinho, a municipality located in the southwest of the state where fishing is abundant, is the catfish with bocaiúva (macaúba⁷) sauce. For the preparation of the sauce, bocaiúva flour, coconut milk, and cream are used. The seasoning of the fish should be simple so that the flavor of the bocaiúva cream can be appreciated. The region also offers a wide variety of fish such as Dourado, Pintado, Pacu, among others (Figures 10 and 11).

Figures 10 and 11 – The variety of fish in the cuisine of Mato Grosso do Sul



Source: Dieta Dunkan.

In the Pantanal, tradition is reflected in the consumption of beef, and typical dishes of the local cuisine include: grilled beef, which should be well-done; beef stew, *carreteiro* rice, *comitiva*-style macaroni, meat *paçoca*, fried macaroni with dried meat, *sarrabulho*, among others. It is important to emphasize that the preparations are quite substantial, and the fat used in the cooking is usually lard, but for tourists, vegetable oil is used, and the most used seasonings are garlic, onion, *bodinho* pepper, green herbs or coriander, lime, and salt. Lime can be added during cooking or at the time of consumption.

The gastronomic diversity of the Mato Grosso do Sul region is not limited to dishes alone but also includes gastronomic festivals, food fairs, tourist itineraries, and culinary experiences that allow visitors and residents to explore and appreciate the richness of local flavors.

One of the most famous preparations in the region is the Maracaju sausage, which in this year 2023, with the support of the State Government, the Maracaju municipality, and the private sector, celebrates its 26th Maracaju Sausage Festival (Rodrigues, 2023). The event is one of the largest in the state's gastronomy, as it attracts not only visitors but also provides temporary employment opportunities and visibility to the Municipality. In its preparation, beef tenderloin or top sirloin, pork bacon, *bodinho* pepper, green seasoning, and salt are used. It is important to emphasize that the *pantaneiro's* care for the quality of the beef gives the delicacy a very special flavor (Figures 12 and 13).

⁶ Guavira, guabiroba, or gabirola are sweet fruits that can be eaten fresh or in the form of juices.

⁷ It is the fruit of a palm tree and has a sweet and slightly acidic flavor.

Figures 12 and 13 – Maracaju sausage in the cuisine of Mato Grosso do Sul



Source: <https://www.maracaju.ms.gov.br/portal/noticias/0/3/6785/com-apoio-da-prefeitura-27-festa-da-linguica-bate-recordes-recebe-mais-de-40-mil-pessoas-e-comercializa-8-toneladas-da-tradicional-iguaria/>. Access: 17th of July, 2023.

The culture is also strongly intertwined with the dietary customs of the indigenous people, who contribute not only with the ingredients that were already consumed before the arrival of the colonizers in Brazil, but also with culinary preparations highly appreciated in the region.

One of the most important ingredients is cassava. From it, the *Hî-Hî⁸* is prepared. Sampaio (2012, p. 53) describes it as “*Ri-Ri, um tipo de bolinho de mandioca mansa, ralada e espremida, sem nenhum tempero, cozido em água e envolto de folha de bananeira sapecada*”. The dough becomes soft and ideal to be consumed with roasted fish or beef. Cassava is also used to make boiled cassava, a common dish in everyday life, from which beijus, tapiocas, cakes, and others are made (Sampaio, 2012).

Mato Grosso do Sul offers a bountiful table with local ingredients, whose flavors are enhanced by smoking over embers or slow cooking with care. Therefore, the Mato Grosso do Sul region is a true paradise for food enthusiasts, providing a unique and authentic gastronomic journey. The culinary diversity, combined with the natural beauty and the people of Mato Grosso do Sul, makes this region an unmissable destination for those seeking an enriching gastronomic experience.

The tourist will be able to find on the same table a variety of typical dishes from different regions of the state. Central region's "Sobá," Northern region's "Porco no Rolete," Southern region's "Sopa Paraguaia," Southwestern region's "Linguíça," Western region's "Peixe à Pantaneira," and Eastern region's "Arroz com Guariroba" and "Frango ao Molho Pardo com Quiabo e Pimenta Malagueta," as well as "Arroz com Pequi" influenced by neighboring Minas Gerais and Goiás, are all delicacies that can be enjoyed. In the Pantanal-style breakfast, one must have the traditional "Quebra-Torto," which is a true lunch that includes a little of everything, from sausages to fried eggs, along with "Sopa Paraguaia," "Chipa," "Lambreado⁹" and "Ensopado de Batata e Carne" (Lima, 2017).

⁸ Spelling according to the Terena ethnicity.

⁹ Steak with egg and cassava flour.

3 THE STATE OF MATO GROSSO DO SUL AND ITS PARTICIPATION IN THE BIOCEANIC ROUTE

Navigation is a cultural practice that has been developed in various parts of the world for thousands of years. In Mato Grosso do Sul, river navigation and the rivers themselves are the expression of the territory's occupation process and an important part of its historical, cultural, touristic, environmental, and economic conditions for centuries. Historically, the Paraguay River has been and still is a point of passage for vessels that supplied Cuiabá since its foundation in the early 18th century, precisely in the year 1719.

The state of Mato Grosso do Sul has a long tradition of river navigation dating back to pre-colonial times when indigenous tribes used rivers for transportation and trade. *Batelões*, vessels derived from indigenous canoes made of wood, measured about 12 meters in length by 1.5 meters in width and could carry 6 tons and approximately 25 people. Until the mid-19th century, the Brazil-Paraguay border was accessible only by waterway, and it was used for the transportation of goods such as soybeans, corn, iron ore, and other agricultural and industrial products (Sobrinho, 2021).

According to Wilke (2022, p. 65), the Paraguay River in Mato Grosso do Sul plays a fundamental role as the main waterway for transportation in the region, serving as an export route for food and mineral production from the Brazilian Midwest. Stretching approximately 2,681 kilometers and presenting an average depth between 2.5 and 4 meters, the river offers navigable conditions in about 90% of its extension. In addition to crossing territories in Brazil, the Paraguay River also flows through areas of three other countries: Paraguay, Argentina, and Bolivia.

For the riverside communities, the river is also a place for festive practices and celebrations of river navigation, such as the Festival of the Paraguay River, which takes place every year in Corumbá (MS). In addition to being a popular tourist attraction, where many tourists visit the region for boat rides on the river, fishing, or exploring the rich fauna and flora.

In addition to highlighting the cultural significance of river navigation for the region, after three centuries, the Paraguay River reaffirms its vocation as a point of convergence, distribution, and articulation of Brazilian production through an infrastructure project known as the Bioceanic Route.

For decades, the concept of a Bioceanic Route has been discussed; however, in recent years, a new proposal has emerged with great momentum: the construction of a land route that establishes a direct connection between Brazil and Chile, crossing the territories of Paraguay and Argentina (Wilke, 2022).

Within the concept of the Bioceanic Route, the state of Mato Grosso do Sul plays a fundamental role by configuring an integration route that connects Brazil to neighboring countries such as Paraguay, Argentina, and Chile. The strategic location of the state in the central-west region of Brazil makes it a key point in this route, enabling the expansion of trade and economic integration among the involved nations.

In this sense, Wilke (2022, p. 15) presents the following definition:

Tomando-se como referência a ênfase adotada pela *Declaração de Assunção*, a partir de Campo Grande (MS), são aproximadamente 2.396 kms passando por Porto Murtinho, pela região do Chaco Paraguaio nos municípios de Carmelo Peralta e Mariscal Estigarribia e pelo Norte da Argentina nas proximidades de Salta e Jujuy. Após cruzar a Cordilheira dos Andes e chegar a cidade de Calama, pode-se optar por descer aos portos de Antofagasta ou subir até os portos de Iquique.

Still within the concept to distinguish the adopted terms, "corridor" and "route", the former consists of a broader path and is generally designated for the traffic of a specific type of vehicle. Furthermore, corridors can be used for pedestrian flow or even for the passage of animals. A corridor can encompass several distinct routes, providing an exclusive and efficient path for the specific traffic it serves. In the context in question, the scenarios encompass the Pantanal, the South Mato Grosso Cerrado, the Paraguayan Chaco, the Argentine plains, and the Andes Mountain Range.

Importa-nos mencionar que o Corredor é um espaço físico de passagem, e que a Rota contemplaria a integração humana, social, comercial, cultural e ambiental. A Rede Empresarial institucionalizou o nome "Rota de Integração Latino-Americana", entendendo que o nome "Corredor" limita o novo caminho como se fosse somente uma "passagem para escoamento de grãos", quando na verdade a designação de "Rota de Integração" dá mais legitimidade, inclusive no sentido literal da palavra "integração", abrindo mais possibilidades de desenvolvimento, interligando outras cidades que serão beneficiadas de forma indutora, fazendo com que o desenvolvimento de Mato Grosso do Sul seja mais uniforme (Asato, 2021, p. 15).

In the context of the realization of the Bioceanic Route, the Paraguay River in the state of Mato Grosso do Sul will be the main link, considering the forecast for the completion of the bridge construction connecting the municipality of Porto Murtinho to the city of Carmelo Peralta in Paraguay, thus paving the way for the passage of numerous vehicles, achieving the long-awaited objective of Latin American integration.

In this scenario, it is important to highlight the municipality of Porto Murtinho and its location, which further enhances its potential as a logistics and international trade center, strengthening its strategic importance in the region.

According to Asato (2021), the municipality of Porto Murtinho has become a strategic point of connection and integration between the countries of the Corridor due to its location on the banks of the Paraguay River, playing a fundamental role in the region. The development of the Bioceanic Corridor should promote collaboration among local actors, taking into consideration the interests of the territories involved and their populations.

When commenting on the cities of Porto Murtinho and Carmelo Peralta, whose geographical boundary is the Paraguay River, Asato (2021, p. 39) states:

Na RILA, Porto Murtinho e Carmelo Peralta, consideradas cidades-gêmeas, terão maior visibilidade a partir da viabilidade do novo itinerário, materializado pela ponte binacional que será construída no Rio Paraguai, que divide as duas cidades. Nesse segmento, ressalta-se que as duas cidades são consideradas cidades nós e, provavelmente, serão as mais beneficiadas no contexto de fronteiras entre os quatro países da rota, já que dentre as demais fronteiras entre os outros países do Corredor, são aquelas que dispõem de melhor infraestrutura.

Mato Grosso do Sul has an extensive border with Paraguay and Bolivia, making it a privileged access point for international trade. The Bioceanic Route provides a more efficient logistics alternative, allowing for reduced transportation costs and shorter distances between countries.

In addition to economic benefits, Mato Grosso do Sul's participation in the Bioceanic Route also has a significant impact on regional development. Opening up to foreign trade boosts the local economy, stimulating the growth of sectors such as agriculture, livestock, industry, and tourism.

In the specific context of tourism, the Bioceanic Route presents a unique opportunity for the state of Mato Grosso do Sul to promote and attract visitors interested in exploring its rich cultural

diversity, natural beauty, and, of course, the local gastronomy. The route crosses municipalities with various attractions, such as the beauty of the Pantanal, the Cerrado, the Atlantic Forest, historical cities, and the indigenous culture present in different locations.

In this interplay, whose goal is to connect Brazil with other countries in South America to reach the Pacific Ocean, many municipalities that intersect the Bioceanic Route in Mato Grosso do Sul will be influenced in various aspects. Starting from the capital, Campo Grande, nine municipalities make up the route: Sidrolândia, Terenos, Dois Irmãos do Buriti, Anastácio, Maracaju, Nioaque, Guia Lopes da Laguna, Jardim, Bela Vista, and Caracol, respectively, in an East-West direction (Wilke, 2022).

This is without considering that other routes can also be taken, as mentioned by Asato (2021, p. 51), since according to the author, “[...] cidades como Bonito (distante aproximadamente 214 kms de Porto Murtinho), Corumbá (563 kms de Porto Murtinho) e Campo Grande (440 kms distante de Porto Murtinho) já dispõem de rede hoteleira internacional, e por esse fato, com capacitação para atender hóspedes internacionais”.

Evidently the participation of Mato Grosso do Sul in the Bioceanic Route strengthens trade and cultural ties between the involved countries, promoting the exchange of ideas, technologies, and knowledge. Additionally, the route contributes to job creation and sustainable development in the region, encouraging investments and economic diversification.

Indeed, there is no doubt that Mato Grosso do Sul's participation in the Bioceanic Route is strategic and offers numerous opportunities for growth and development for the state. Commercial integration, economic diversification, and the strengthening of tourism are key aspects of this participation, which positively impacts both the economy and the local culture.

4 THE IMPORTANCE OF GASTRONOMIC TOURISM FOR THE TERRITORY AND THE STRENGTHENING OF THE FOOD CULTURE IN THE AREA

Gastronomic and cultural tourism are intrinsically linked as they explore typical cuisine and local cultural elements as major attractions. By providing unique experiences to visitors, the gastronomic practices of a region have the power to drive tourism development.

Food culture varies from one region to another, even within the same country, reflecting social, religious, and cultural aspects that influence the selection, preparation, and consumption of food by specific groups. Additionally, landscapes, climate, natural beauty, and the hospitality of the local population also play a fundamental role in promoting travel destinations.

It is important to highlight that any artisanal or small-scale production with specific natural and cultural attributes of a particular locality or region can add value to the tourist product. This authenticity and uniqueness are essential elements to attract tourists in search of enriching experiences.

Surely, gastronomic and cultural tourism, combined with natural resources, hospitality, and the local way of life, establish a distinctive factor in promoting destinations, allowing travelers to connect with the culture, history, and unique flavors of each place they visit. This connection with the local identity enhances the overall travel experience and creates lasting memories for tourists.

Gastronomy, as defined by Brillat-Savarin (2019, p. 20), is understood as "o conhecimento razoado de tudo o que se refere ao homem enquanto se alimenta", which implies that eating involves all the senses. The choice of foods that compose a group's diet is related to various

aspects. Cultural, ideological, and even power appeals determine food preferences since prehistoric times (Araújo, 2017).

The Brazilian gastronomy or cuisine can be defined as a social language that reflects the rich cultural and ethnic diversity of the country. In the Brazilian context, the first academic definition was of an ethnic nature, presented by Freyre (2012), in which Portuguese, Indigenous, and enslaved Africans equally contributed to the formation of the national cuisine. Another author who also addressed the topic was Cascudo (2016), who attributed the idea of a mixed cuisine in the formation of Brazilian gastronomy.

Dória (2008) criticizes those who base the unification of Brazilian cuisine on ethnography because, in the condition of being colonized and enslaved, there was no possibility to create or choose the foods to be prepared. The author mentions that "A 'cozinha brasileira' nunca se apresenta integrada e sim, como um conjunto de 'cozinhas regionais' espalhadas pelas regiões sociopolíticas em que o IBGE dividiu o Brasil (Dória, 2008, p. 28), however, this perspective also does not fullreflect our culinary diversity.

Indeed, the author further argues that both the ethnographic and regionalist approaches overlook the geography and local ingredients of this cuisine, as well as the entire biodiversity it encompasses. We can also assert that culinary knowledge of a specific place is unique and non-transferable because it is built through the relationships of proximity between people and the environment in which they live. In this sense, the knowledge generated locally is not limited to geographical boundaries.

An example of this is the term coined by the French, known as "terroir." The term refers to the combination of natural factors such as soil, climate, terrain, and human factors like cultivation techniques and local traditions, among others, that confer unique characteristics to foods produced in a specific geographical area and are not replicable elsewhere. This concept constitutes a strong argument for differentiation.

This type of tourism started gaining prominence in Europe with the appreciation of regional ingredients and products, and the increasing demand for authentic and enriching experiences. Wine regions such as Bordeaux, Burgundy, and Tuscany were pioneers in recognizing the potential of wine tourism, which involves visiting wineries, wine tastings, participating in grape harvests, and festivals related to viticulture.

5 THE BIOCEANIC ROUTE AND ITS SURROUNDINGS AS A GASTRONOMIC TOURISM ROUTE IN MATO GROSSO DO SUL

In the Bioceanic Route in Mato Grosso do Sul, food is valued as a way of sharing special moments. Local establishments and families preserve culinary traditions and showcase the authentic flavors of the region. Tourists will have the opportunity to savor the typical cuisine of each city, exploring the subtleties of flavors and preparation techniques that reflect the richness of the local culture. In this sense, it is noteworthy that barbecue is present in all cities along the Route, demonstrating a culture intrinsically linked to livestock farming.

This gastronomic journey not only satisfies the palate but also provides an immersion into the traditions, customs, and stories of the local communities. It constitutes a true celebration of culture, where each meal becomes a moment of discovery and connection with the roots of the region.

Some cities along the Route hold festivals that highlight local products, among them is the "Festa da Linguíça de Maracaju" (Maracaju Sausage Festival). The city of Maracaju is known for its agriculture and livestock, and its gastronomy reflects this influence. The festival is an annual event where visitors can taste various varieties of sausages and enjoy cultural performances and other typical activities of the region.

Along the route from Campo Grande, tourists heading towards Porto Murtinho, Paraguay, Argentina, and Chile will have the opportunity to taste other typical dishes from Mato Grosso do Sul, such as: "arroz carreteiro" (cowboy rice), "sopa paraguaia" (Paraguayan soup), "chipa" (cheese bread), barbecue, "licor" (liqueur), and "palmito de Bacuri" (Bacuri heart of palm). Additionally, they can try dishes like "frango com palmito de bacuri" (chicken with Bacuri heart of palm), "doce de Jaracati" (Jaracati sweet), "escondidinho de mandioca com carne seca" (cassava and dried meat casserole), cassava, and "maionese de mandioca" (cassava mayonnaise).

In the city of Porto Murtinho, the last city in Mato Grosso do Sul along the route, besides sports fishing tourism, it is possible to savor dishes elaborated with fish from the region. "Moqueca" of "pintado" fish with cassava and banana, "pintado" fish with asparagus and mustard sauce, "pintado" fish with "bocaiúva" fruit, "pacu" rib, grilled "dourado" fish, "dourado" fish with orange sauce, fish with "urucum" spice, among others.

These are some examples of the most emblematic culinary preparations and characteristics of Mato Grosso do Sul along the Bioceanic Route. The region offers a wide variety of dishes and ingredients that reflect its cultural and historical diversity. Exploring the local cuisine along the route can be an opportunity for sustainable local development.

6 CONCLUSIONS

As this research aimed at interdisciplinarity, relating culture, tourism, gastronomy, and their interfaces with the Bioceanic Route in the processes of probable routes to be constructed, it was necessary to address some aspects regarding its main object: the constituted and to be implanted and implemented culinary culture. This is because it is mutually understood by the researchers involved here that Culture is the integrative process of this entire dynamic process.

The Public Administration is responsible for dialogue with the parties involved, organized groups, and others interested in studying and researching their objects of study with the Bioceanic Route and proposing activities within the spaces to be constructed. It seeks a guideline that does not act in a top-down manner but involves the entire external community as active participants in decision-making. Therefore, beforehand, a better applicability of the resources being invested in the area and greater involvement of private companies and civil society are necessary to have a dialogue that brings this rich cultural melting pot that is Mato Grosso do Sul into a cohesive and coherent route in the parameters of gastronomic tourism.

As for the dynamics of the Route, it is necessary for the tourist/visitor to be active and engaged in multiple perceptions of tastes and actions during their visits and experiences, promoting dialogues between the public and service providers in the food and beverage areas. For this, the business sectors must not only plan their activities well but also conceive them based on clear receptive options.

Despite this, we are aware of the limitations of this space and its narratives – constructed, almost always, from a colonial perspective. A menu is, initially, a discourse that reaffirms historical,

political, ideological, and aesthetic points of view that do not always propose a revision of the processes of subjugation of non-white peoples and cultures. We are "accustomed" to think that European cuisine and American sandwiches are at the pinnacle of culinary experimentation, overlooking the Latin essence present in our dishes and beverages.

Thus, considering the ideas presented, we can understand the importance of organizing sectors within the business community and the public sector and studying them from a transcultural perspective. Within public cultural management, it is essential to be vigilant not to privilege Eurocentric contexts and not to create an ideology that portrays other cultures as unequal or inferior. The point of criticism should never be a judgment of value. On the contrary, it is necessary to conduct balanced and well-founded analyses.

Therefore, it is essential to consider decolonial strategies for actions in the field of Tourism and Gastronomy, and in this context, the business community and the population can highlight points of reflection. It is necessary to investigate the socio-cultural reality of the visiting/consuming public so that they have contact not only with canonical production but also, and mainly, with products that directly dialogue with their realities present in our Latin America, which are truly significant in the construction of what Freire (1989) calls "reading reality." Otherwise, the experience will either be sterile or persist in the colonizing reproduction of an ethics and aesthetics that do not liberate but oppress.

This institutional expectation needs to conceive the consuming public not as an object but as a subject of transformations and sociocultural interactions. If many visitors have the intention of bridging the gaps between discourses and different understandings of gastronomy, they only reproduce hegemonic values with the aim of maintaining the status quo. In this sense, it seems that a Bioceanic Route has greater social legitimacy to highlight aesthetic values of aromas and flavors than people who frequent restaurants known as "fine dining," reproducing hierarchical relations of knowledge production, a hallmark of the entire process of colonization.

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