

# Versatility in Hospitality Industry around the Globe

## A Case Study on Cuisine and Culture of Argentina

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**Abstract:** Rural tourism is gaining new fans all the time, especially in those countries that have not been blessed with the natural resources necessary for a beach holiday industry, or that don't have a sufficiently significant cultural heritage to generate large waves of tourists. However the peacefulness of the countryside, the communing with nature and the chance to indulge in some traditional rural activities are not enough for a lot of people. As a result, people are increasingly turning to gastronomy as an important complement of this type of tourism and as a means of promoting rural development by offering traditional cuisine to tourists. This paper sets out a brief description of this phenomenon based on a study conducted in Argentina, of the risks which a tourist strategy, apparently risk-free and without any negative consequences, can create for a tourist destination.[1] The travel and tourism industry is a resilient creator of wealth, responsible for 10.4% of global gross domestic product and 10% of jobs in 2018.1 Despite global geopolitical stress and economic uncertainty, international arrivals grew from 25 million in the 1950s to 1.4 billion in 2018.2 In Argentina, 6 million international visitors are expected in 2019, one of the highest totals in the region but still relatively low considering the country's great potential.3 Argentina ranks high globally in the size of domestic and foreign markets to which its firms have access,4 which in turn demonstrates the potential to boost the returns on the capital invested to encourage travel and tourism. Greater focus on improving infrastructure, developing a strong digital strategy, increasing nation branding and sustainably leveraging its natural assets are recommended to enhance the sector in the country. Argentina's vast size makes air travel one of its key assets. Government and industry have invested heavily in its air infrastructure by improving airport terminals, generating new flight routes, promoting competition among airlines and addressing the needs of new tourist profiles, such as millennials or late baby boomers. Further efforts are needed to improve ground transportation to increase the country's competitive edge among similar destinations, as tourists appreciate seamless trips between transportation modes. Removing travel barriers, such as visa bureaucracy and unnecessary taxes, will also help improve the traveler's experience. [1].

**Keywords:** Tradition, food, drinks, sweet

### I. INTRODUCTION

Argentina Cuisine



Argentine cuisine is described as a cultural blending of Mediterranean influences brought by the Spanish during the colonial period and, later, by Italian and Spanish immigrants to Argentina during 19th and 20th centuries, with influences from a further cultural blending of criollos (due to Spanish colonizers) with the Indigenous peoples of Argentina (such as mate and humitas).

Argentine annual consumption of beef has averaged 100 kg (220 lbs) per capita, approaching 180 kg (396 lbs) per capita during the 19th century; consumption averaged 67.7 kg (149 lbs) in 2007.

Argentine people have a reputation for their love of eating. Social gatherings are commonly centered on sharing a meal. Invitations to have dinner at home are generally viewed as a symbol of friendship, warmth, and integration. Sunday family lunch is considered the most significant meal of the week, whose highlights often include asado or pasta. [2]

Another feature of Argentine cuisine is the preparation of homemade food such as french fries, patties, and pasta to celebrate a special occasion, to meet friends, or to honor someone. Homemade food is also seen as a way to show affection.

Argentine restaurants include a great variety of cuisines, prices, and flavors. Large cities tend to host everything from high-end international cuisine, to bodegones (inexpensive traditional hidden taverns), less stylish restaurants, and bars and canteens offering a range of dishes at affordable prices.

#### History

Amerindians lived in Argentina thousands of years before European explorers arrived. Members of an Indian tribe in the northern part of Argentina were farmers who grew squash, melons, and sweet potatoes. Spanish settlers came to Argentina in 1536.

Between 1853 and 1955, 6.6 million immigrants came to live in Argentina from diverse sources such as Europe, the Near and Middle East, Russia and Japan, contributing to the development of Argentine cuisine and making Argentina the country with most immigrants only second to the United States.[2]

Most immigrants were from Italy and Spain. The Italians introduced pizza, as well as a variety of pasta dishes, including spaghetti and lasagna. British, German, Jewish, and other immigrants also settled in Argentina, all bringing their styles of cooking and favorite foods with them. The British brought tea, starting the tradition of teatime. All of these cultures influenced the dishes of Argentina. [2]

#### Typical foods

Most regions of Argentina are known for their beef-oriented diet. Grilled meat from the asado (barbecue) is a staple, with steak and beef ribs especially common. The term asado itself refers to long strips of flank-cut beef ribs.

Popular items such as chorizo (pork sausage), morcilla (blood sausage), chinchulines (chitterlings), mollejas (sweetbread), and other parts of the animal are also enjoyed.

In Patagonia, however, lamb and chivito (goat) are eaten more frequently than beef. Whole lambs and goats are traditionally cooked over an open fire in a technique known as asado a la estaca.

The most common condiment for Asado is chimichurri, a sauce of herbs, garlic and vinegar. Unlike other preparations, Argentines do not include chili in their version of chimichurri, but it does include a still-spicy, but milder form of red pepper, ají molido.

Breaded and fried meats (milanesas) are used as snacks, in sandwiches, or eaten warm with mashed potatoes, purée. Empanadas, small pastries of meat, cheese, sweet corn, and many other fillings, are a common sight at parties and picnics, or as starters to a meal. A variation, the empanada gallega (Galician empanada), is a big, round meat pie made most commonly with tuna and mackerel (caballa in Spanish).

Vegetables and salads are also eaten by Argentines; tomatoes, onions, lettuce, eggplants, squashes, and zucchini are common side dishes.

Italian staples, such as pizza and pasta, are eaten as commonly as beef. Fideos (noodles), tallarines (fettuccine and tagliatelle), ñoquis (gnocchi) are traditionally served on the 29th day of the month, raviolos, and canelones (cannelloni) can be bought freshly made in many establishments in the larger cities. Italian-style ice cream is served in large parlors and even drive-through businesses. Other Italian staples are polenta, tarta pascualina, and pastafrola.

In Chubut, the Welsh community is known for its teahouses, offering scones and torta galesa, which is rather like torta negra.

Sandwiches de miga are delicate sandwiches made with crustless buttered English bread, very thinly sliced cured meat, cheese, and lettuce. They are often purchased from entrepreneurial home cooks and may be eaten for a light evening meal.

A sweet paste, dulce de leche is another treasured national food, used to fill cakes and pancakes, spread over toasted bread for breakfast, or served with ice cream. Alfajores are shortbread cookies sandwiched together with chocolate and dulce de leche or a fruit paste. The "policeman's" or "truck driver's" sweet is cheese with quince paste or dulce de membrillo. Dulce de batata is made of sweet potato/yam: this with cheese is Martín Fierro's sweet. Apples, pears, peaches, kiwifruits, avocados, and plums are major exports.

A traditional drink of Argentina is an infusion called mate (in Spanish, mate, with the accent on the first syllable [MAH-teh]). The name comes from the hollow gourd from which it is traditionally drunk.

The mate (gourd) or other small cup is filled about three-quarters full with yerba mate, the dried leaves and twigs of the *Ilex paraguariensis*. The drink, which is rather bitter, is sipped through a metal or cane straw called a bombilla. Mate can be sweetened with sugar, or flavored with aromatic herbs or dried orange peel.

Hot but not boiling water is poured into the gourd, drunk, then the mate is refilled. The mat is nearly full of leaves, so each refill only makes a small drink, but many refills are possible before the yerba is spent. In small gatherings it is traditional for one mate to be passed from person to person, filled by whoever has the kettle. It is customary not to thank the refiller routinely; a final gracias (thank you) implies that the drinker has had enough.

Drinking together is an important social ritual. Mate cocido is the same leaf, which rather than brewed is boiled and served, like tea, with milk and sugar to taste.

Other typical drinks include wine (sometimes with soda water added); tea and coffee are equally important. Quilmes is the national brand of pale lager, named after the town of Quilmes, Buenos Aires, where it was first produced.



Empanada Asado



Dulce de leche

#### Ingredients

Argentine cuisine uses locally-grown cereals, grains, oil seeds, fruits and vegetables, as well as meat.



Meat products have been dominant in the country since the 16th century. The country is regarded as a major beef, pork and poultry producing and consuming country. Certain areas such as those located in the south are usually engaged in activities involving sheep and lamb breeding, and shellfish, crustaceans, molluscs and salmonides fishing.

The vast breeding activity involving any type of cattle has given rise to a highly developed dairy industry that includes products like cow, sheep and camelide, dulce de leche and yogurts. Some of the cheeses from Argentina are reggianito, sardo, provoleta and cremoso. Argentina can also be conceived as a great industry engaged in the production of dried fruits, olives, all types of oils and spices.

In the Mesopotamia region, river fish such as silverside, surubi, dorado or boga are common.

#### Regional differences

Argentine cuisine is heavily influenced by its European roots and has regional variations. Asado, dulce de leche, empanadas, and yerba mate are found throughout Argentina. In many parts of the country, food is prepared differently and different kinds of foods are made; this includes to a smaller degree food from pre-Columbian times, as in the Northwest. [2]

#### Central region and la Pampa



#### Typical pizzeria from Buenos Aires. Argentine Puchero

For long periods, urban areas such as Buenos Aires, Rosario, and Córdoba welcomed European immigrants, including, above all, those of Italian and Spanish descent. Nevertheless, there was also a migratory flow of German, Swiss, and Middle-Eastern immigrants arriving in Argentina. Among the countless changes this melting pot brought was the enrichment of culinary art. Dishes such as pasta, pizza, pucheros (stews), croquetas (fritters), sauces, embutidos (sausages), and chicken and meat courses brought a wider scope of options to daily menus. Furthermore, the bread-making, dessert, pastry, and dairy industries have achieved considerable development in this region.

The above-mentioned dishes have developed a distinctively Argentine nuance. That is why, for example, Argentine pasta includes a wide variety of dishes ranging from spaghetti, fusiles (fusilli), ñoquis (gnocchi), ravioli, cintas (pasta ribbons), and lasagne to the Argentine-made sorrentinos, agnolottis (agnolotti), canelones (cannelloni), and fettuccines (fettuccine).

Pizza—made with very thin, and sometimes thick, high-rising doughs, with or without cheese, cooked in the oven or a la piedra (on a stone oven), and stuffed with numerous ingredients—is a dish which can be found in nearly every corner

of the country. Buenos Aires, Rosario, and Córdoba also serve it with fainá, which is a chick pea-flour dough placed over the piece of pizza. People say that what makes Argentine pizza unique is the blending of Italian and Spanish cultures. At the turn of the 19th century, immigrants from Naples and Genoa opened the first pizza bars, though Spanish residents subsequently owned most of the pizza businesses.

Bread products are consumed all around the country. The deeply rooted bread, pastry, and dessert-making tradition derive from blending the above nationalities' products. Bakeries sell not only a wide scope of bread, cookies, and cakes, but also pastries. The latter resembles a sort of roll pastry whose main dough ingredient is either butter or fat and which may be simple or stuffed with dulce de leche, milk, jam, crema pastel, or quince or apple jelly, among other fillings. The most popular type of pastry is said to be that of medialunas (singular: medialuna, literally half-moon, that is to say, crescent), based upon French croissants. Furthermore, sandwiches de miga are another type of bread products; they are made only with thin layers of white bread (generally referred to as crustless bread) and stuffed with food items ranging from ham and cheese to other more sophisticated combinations such as raw ham, tomatoes, olives, hard-boiled eggs, tuna, lettuce, red pepper, and the like.

Desserts and sweets are usually stuffed or covered with dulce de leche. The latter can be eaten alone or on top of cakes, alfajores, panqueques (crepes), and pastries, or as a topping spread over flan de leche. Chantilly cream is widely consumed and used in preparing sweets and desserts. Additionally, cakes, sponge cakes, and puddings are very popular dishes. Italian ice-creams in this region also achieved a significant degree of development by adding local flavors that somehow preserved the local spirit involved in their preparation.

Although Asado is eaten all over the country, its origin may be traced back to the Pampas. It entails manifold types of meat, which are generally eaten as follows: achuras (offal, or the cow's inner parts), morcilla (blood sausage), and sometimes also a provoleta (a piece of provolone cheese cooked on the grill with oregano) are eaten first. Then comes the choripán (a kind of spiced sausage made with pork or lamb and placed between two slices of bread), and lastly meat such as asado de tira, vacío (flank steak), lomo (tenderloin), colita de cuadril (rump), matambre (rolled stuffed steak cut into slices and served cold), entraña (hanger steak); the list is never-ending. It is quite common to eat and enjoy a dish known as cabrito al asador (roast kid or goat) in the province of Córdoba.

Northwest and Cuyo



A bowl of Locro stew, a traditional standby in northwestern Argentina.

This region is regarded as perhaps the one most influenced by Native Americans, and its foods are closely linked to the Andean-Incan tradition. When preparing regional dishes, potatoes and corn or wheat are almost always used, including quinoa (a cereal typically used in Incan cuisine), peppers, squashes and tomatoes. The most celebrated dishes are humita and tamal, in which the corn husk is stuffed with the corn filling itself, seasonings or meat.

This region is the most suitable to taste empanadas, particularly those stuffed with meat and offering different types of tempting varieties such as the meat empanada, salteña also filled with potatoes, or the empanada tucumana, which is stuffed with matambre and cut with a knife, or empanadas made with cheese. Empanadas are individual-sized and closed savory pastries which may be fried or baked in the oven and are generally eaten with the hands.

Stews such as locro, carbonada, pollo al disco, and cazuelas (casseroles) are also typical dishes characterizing this region, which also include pumpkin or potato pudding stuffed with meat.

## Mesopotamia



Mate, the northeastern region's best-known contribution to Argentine cuisine.

The humid and verdant area of north-east Argentina known as Mesopotamia, comprising the provinces of Corrientes, Misiones and Entre Ríos is another area influenced by Native Americans, particularly by the Guaraní tribe. Abounding in rivers and shores, it offers a wide diversity of fish species, such as dorado, pacú, surubi, boga and silverside.

Widely grown in this area, cassava is typically included in the region's dishes, as are other components of meals, such as the chipá (cassava and cheese bread). However, in this area Cassava is cooked alone too, boiled or fried, often as a side dish for Asado and empanadas. As well, mbeyú, chipá avatí, sopa paraguaya, sopa correntina, chipa solo or chipá con carne, el quibebé, el borí borí, chipá guasú o pastel de choclo, mbaipy, chipá mbocá o chipá caburé and some other similar meals that have as basis: manioc, corn, cheese and, sometimes, some meat.. Chipá from Cassava is often eaten during breakfast with yerba mate, prepared with hot water, or with café con leche. Sopa Paraguaya and pastel/Carta de Choclo are eaten for lunch or dinner. As regards products made with sugar, Papaya (mamón in Argentine Spanish) jam is typical of the north of this region.

The principal product of this region is certainly yerba mate. Consumed countrywide, this product features a peculiarity of its own in this area: it is not only prepared with hot water but, driven by the region's high temperatures, it is common to see it prepared with cold water as well, in which case the beverage is known as tereré.

## Patagonia



Chocolate y dulce de leche cakes y otros regionales favoritos en San Martín de los Andes, Neuquén shop.

Foods produced in the large southern region of Patagonia include fish and seafood from the sea and rivers and the products of the sheep are widely farmed there. Marine species such as salmon, spider crabs, squid and other shellfish and molluscs may be caught in the Atlantic Ocean. There are trout in the rivers. The many berries grown in the area include cherries, bilberries, strawberries, rosa mosqueta and elders, which are made into jams. The Northern and Central European settlements in this region have built up large-scale production of chocolate and its by-products. Viennese and German cuisine and pastries are also typically associated with this region. Mutton and lamb, together with wild boar and venison tend to make up the region's meat-based dishes. Also typical of the southern region are smoked products, including salmon, stag, wild boar, and pheasant. [2]

Patagonia has been profoundly influenced by the tribes living there since long before Europeans arrived, in particular, the Mapuches and the Araucanos. A typical dish prepared by the latter is the curanto (a term meaning "hot stone"). Its preparation involves making a fire in a hole about 150 cm deep in the ground, and heating stones in it. A bed of nalca or maqui leaves is arranged on top of the stones, and ingredients are added in turn on top. Ingredients vary, but may include beef, lamb, pork, chicken, Argentine chorizos (pork sausages), potatoes, sweet potatoes, apples and holed squashes filled with cheese, cream and peas. The food is covered with leaves and damp pieces of cloth to keep the heat in, and covered with plenty of soil.

#### Alcoholic beverages



Glasses of Argentine red (left) and white (right) wine.

Though wine (vino) has traditionally been the most popular alcoholic beverage in Argentina, beer (cerveza; the Italian birra is frequently used) in recent decades has competed with wine in popularity. Breweries appeared in Argentina at the end of the 1860s, started by Alsatian colonists. The consumption of alcoholic beverages in Argentina is similar to that of the United States and somewhat lower than the Western European average. Argentines enjoy a variety of alcoholic beverages and Argentina can boast a varied array of elaboraciones, whether industrial or artisanal. Besides beer and wine, Argentines frequently drink cider (here again, the heritage comes from Spain and Italy, more precisely from Asturias and Campania). Cider is the most popular beverage of the middle and lower economic classes at Christmas and New Year (the upper classes proverbially preferring to celebrate with locally produced champagne, although real old-line "creole" aristocrats will still drink cider, which is much more traditional).

Other widely consumed spirits are aguardiente (firewater) made from sugar cane, known as caña quemada ("burnt cane") or, simply, 'caña' ("cane"). A folkloric note about caña quemada: until 21 June it is traditional to drink caña quemada with ruda macho (a variant of common rue), it is supposed that this mixture prevents the flu and other illnesses. Caña competes, mainly in rural areas, with gin ("ginebra"—as in the Dutch kind of gin.)

The bitter spirit Fernet, and particularly the Italian brand Fernet-Branca, is highly popular in Argentina. (A study in 2017 found that Argentines consume more than 75% of all fernet produced globally.)<sup>[13]</sup> Fernet is most commonly enjoyed as a mixed drink with Coca-Cola. Given Fernet's qualities as a digestive aid, it is a common choice for an after-dinner digestif.

There are many artisanally produced liqueurs (distilled, flavored alcoholic beverages) in Argentina, for example, those flavored with orange, egg, anise, coffee, cherry and, inevitably, dulce de leche. The Hesperidina is a type of liqueur



made from orange peels, invented in Argentina around 1890. One may also encounter chitronchelo or (in Italian) citronella, based on lemon. This beverage arrived with immigrants from the Mezzogiorno and is produced both artisanally and industrially (for example, at Mar del Plata).

#### Non-alcoholic specialties



Café Tortoni, one of the many coffeehouses in Buenos Aires. The consumption of coffee is very common (141 cups per capita, annually).

Argentines enjoy a wide variety of non-alcoholic infusions (although now and then both "families" are mixed; the yerbiao for example, is mate mixed with caña or gin). Among these, mate has long been the most widely enjoyed; in 2006, over 700,000 metric tons were harvested in Argentina, mostly for domestic consumption. Mate is also one of the top exports from Argentina, as it is valued all over the world.

The fact that mate is so prevalent in the Southern Cone, however, should not necessarily make visitors think that other infusions are rare in the region; in Argentina especially, given the strong European cultural imprint, the consumption of coffee is very common (141 cups per capita, annually). Chocolate infusions are also popular (the eating of chocolate is a Spanish influence, although the plant originated in Mesoamerica). This consumption grows during autumn and winter, or in the cold regions of the country; there are two dates where consumption of chocolate infusions is traditional in the primary educational centers: 25 May and 9 July, that is, the two national dates of Argentina.

English cultural influence (reinforced at the end of the 19th century and the beginnings of the 20th by British contacts with the Far East) has also made the consumption of tea very common.

Medicinal herbs are common in the whole country; among the most popular are: chamomile, lanceleaf, boldo, poleo, peperina, carqueja, thyme, canchalagua, rue (macho and hembra, that is, "male" and "female"), mallow, rosemary, passion flower, bira bira, palán palán, muña muña, to mention only the main ones. Many of these herbs are also used in apéritifs and bitters, whether alcoholic or not.

#### Popular short-order dishes

Common restaurantes and rotiserías (grill restaurants) nearly anywhere in Argentina today serve (into the small hours) quickly prepared meals that in the course of the 20th century came to be known as minutas, "short-order dishes". Some of the dishes included in the category of minutas are milanesas, churrascos, bifes (beefsteaks), escalopes, tallarines, raviolos (ravioli), ñoquis (gnocchi), although some are very typical of locations that sell food: "bifes" and "milanesas" are served "a caballo" ("on horseback", with fried egg on top), "milanesa completa" (a milanesa with two fried eggs and French fries), "revuelto Gramajo", "colchón de arvejas" (an omelet made with peas), "suprema de pollo" (chicken supreme, usually breaded as a milanesa), matambres, "lengua a la vinagreta" (pickled tongue), and "sandwiches" (sandwiches de miga) are made with sliced white bread, rather than, say, rolls.

The most common sandwiches are those made of milanesa, baked ham and cheese, pan de miga, toast, pebetes, panchos (hot dogs), choripanes, marcipanas, etc.; from Montevideo comes a different species of sandwich called the chivito, even though it contains no goat meat.

Picadas, which are consumed at home or in bars, cafés, "cafetines" and "bodegones" are also popular; they consist of an ensemble of plates containing cubes of cheese (typically from Mar del Plata or Chubut), pieces of salami, olives in brine, french fries, maníes (peanuts), etc.; picadas are eaten accompanied by an alcoholic beverage ("fernet", beer, wine with soda, to give some common examples).



The people of Argentina greatly enjoy helado (ice creams of Italian lineage or sorbets of Spanish lineage). In Spanish colonial times a type of sorbet was made from hail or snow.



## II. SUMMARY

The cuisine of Argentina is one of the most distinctive in South America because it showcases a variety of European culinary influences (aside from Spanish) that aren't so prevalent in neighboring countries. Italian is the most prominent, followed closely by French and, in the far south of Patagonia, even Welsh. Indigenous gastronomies derived from groups such as the Quechua, Mapuche and Guarani have also played a role in the evolution of local cuisine, resulting in a unique fusion showcasing a variety of flavors and textures. Grilled meats and pasta are perhaps the most common meals you'll find in Argentina, although regional variations make country-wide roaming immensely rewarding, for your taste-buds at the very least.[4]

Meat is a pivotal staple in Argentine cuisine, the country considered one of the world's premier growers, and distributors, of prime-cut beef. It wouldn't be a stretch to call Argentinian meat the best in the world, evident by the popularity of 'Argentinian steakhouses' all over the world. As such, it's unsurprising that Argentinians are believed to be the biggest consumers of red meat in the world and although many countries are changing their diets to include more meat-less days, don't expect this to be a prevalent trend in Argentina. Meat rules here, not only economically but also in the everyday life of the common people.

Beef is eaten in a variety of ways – grilled over an open fire, minced in pastry empanadas or stuffed, rolled, grilled and then cut into thin slices. Lamb is another traditional meat, especially in the far south, where the animal is lean and grass-fed on the arid and dramatic Patagonian Steppe. The pristine waters of Patagonia are also home to an abundance of trout and salmon. Fish and seafood is a huge deal in Ushuaia, home to some of the best crab meals you'll have in the entire continent. In the area around Bariloche, Alpine cuisine is more the norm with chocolate bars and fondue restaurants abounding. Traditional tea rooms are a feature of the Welsh communities in Gaiman and Trevelin – it's quite a surreal experience to include these remote towns in your Patagonian itinerary. [2]

Certain Argentinian foods are nation-wide specialties – dishes like asado (barbecued meat), dulce de leche (a caramel made from evaporated milk) and empanadas (pastry pockets with either sweet or savory fillings) can be found all over the country.

## III. CONCLUSION

Argentinian culture is a very diverse and rich culture that is proud of its native traditions and embraces the mixture of cultures that its people bring. Argentina is different from that of other Latin American and Hispanic cultures. While its Argentine cuisine roots in Spanish culture, it has soaked in the cultures of the large amounts of immigrants it has taken in from around the world. Learning about the influence of the Italian people and how the natives of Argentina were able to fight for themselves for so long was quite interesting. It is a rich culture that is able to place itself within so many vast and diverse people and bring it all together under one roof. [5]

The brand positioning for travel and tourism is firmly linked to the international brand of Argentina as a country, underlining why alignment between the travel and tourism body and other governmental organizations is necessary. Argentina should be guided by national values, cultural heritage and rich nature in discovering its unique proposition. From there, and to attract targeted visitors, it could showcase its tourism products and services. Innovative ideas that address extraordinary experiences can rapidly find their way through global mainstream and social media. Argentina

can signal its readiness to be one of the world's premier destinations for nature and cultural heritage, a position that could become an important pillar of the country's national brand. For city destinations, Buenos Aires, similar to many other cities around the world, may not be giving enough weight to travel and tourism as a core subject of its urban development. Travel and tourism directly affect the local inhabitants and economic development in Buenos Aires. It is essential that policy-making accounts for the city's nuances and prioritizes the inclusiveness of its citizens. Relevant topics are home sharing, use of a tourism tax and the dispersion of tourism to lesser known districts, which is already under way through the Buenos Aires Economic District policy. Properly designed incentive programmes can encourage sustainable tourism where both tourists and citizens would benefit. [1]

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