

Analysis of the Heritage Requalification Process to the Recognition of a UNESCO Creative City of Gastronomy¹

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Abstract

The objective is to analyze the process of organizing and upgrading the gastronomic heritage of Florianópolis - Brazil a Creative City of Gastronomy, a title generated by the UNESCO World Network (UWN). Hence, in this case study a range of research methods were employed, seeking a reflexive link between the data collected and the theoretical content of the research referenced in this work. Among the results, the process of inclusion of this city to select the UWN was identified, its planning and organization that sought community engagement and resulted in new projects as contributions of this process. The contribution is to provide theoretical and empirical tools that can assist new applications for this UWN with useful subsidies to public and private managers who wish to invest in planning and policies focusing on creativity culture for tourism development.

Keywords: *Cultural tourism, touristic governance, creative cities, immaterial heritage, public policy, creative tourism.*

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Introduction

In recent decades, in several countries it has been occurring a process that can be called a specialization of territories. This means that governments and organizations at local level are seeking practices of growth and development of their territories by means of productive activities that can reconcile endogenous public interests to the site with the care of desires of consumption and contemporary enjoyment. One of the ways to specialize a territory is to develop a set of best practices by means of a productive activity of local interest, which may serve for the purposes of this Article as an Identitary Specialization (IS) to the territory. In this sense, IS consists in an element that will be added to the name of the territory as if it were a last name, or social or artistic name, which allows to identify the location as a producer and supplier of certain goods and own and authentic services of a productive segment existing in the territory, to prospect it as a place of (possible) reference in a particular expertise.

The United Nations Organization for Education, Science and Culture (UNESCO), since 2004 fosters an international network of Creative Cities that one of its governance practices is make sure cities that meet the criteria of good practice creative and vocation in socioeconomic segments tied to creative industries and are divided into seven carriers: crafts and popular art, design, movie, gastronomy, literature, media arts and music. One of the prerequisites to be a creative city in one of these segments is possess vocation and actions of preservation, recovery and promotion of their material and immaterial cultural assets like gastronomy (Salmán, 2010). Several cities in the world are looking to upgrade their cultural heritage based on gastronomy offered on site, as a means of specialization of their territory (Feldman & Audretsch, 1999) in order to achieve better results, including touristic, to the organizations involved, as well as to minimize public problems, by UNESCO, known as “creative city of gastronomy”.

Based on this contextualization, arises the question of research of this article: *How is organized and requalified the gastronomic heritage of a city that has a plurality of gastronomic manifestations, in order to specialized it through certification creative city of gastronomy of the Global Network of Creative Cities of UNESCO?* One of the complementary interests of this analysis is to verify how the tourism dimension was incorporated into this process, which is a component provided for and expected through Identitary Specialization (IS) designations and certifications IS. This is relevant because this process of development of creative city in Latin America is recent, and the identification and drawing up a study that makes this knowledge explicit may help both in the improvement of existing creative city projects, and those who can become part of a municipal public agenda.

Research methods

The case study method will serve as a guide for the realization of this research. The case to be described and analyzed is about the process of organization and requalification of the gastronomic heritage of Florianópolis, in the state of Santa Catarina, Brazil, based on the work that has been developed for the conquest of the title of creative city of gastronomy of the Global Network of Creative Cities of UNESCO in December 2014. The city of Florianópolis was the second city in the country to receive this title by gathering cultural elements linked and diversified to its gastronomy. In addition, it is a tourist offshore destination consolidated that attracts tourists from all places of the world, motivated by the beauty of its coastline, the source of its gastronomic dishes characteristic of a combination of Portuguese and indigenous influences, provided with one of the main elements of this gastronomy, the sea foods.

To study this case bibliographic and documentary methods were employed seeking the reflexive linkage with the collected data. The document research allowed to collect data from information and documents available on the internet, and free public access, at the city of Florianópolis, in demographic terms, tourist, cultural and gastronomic. The document research was also performed on the *spot* in the tourism sector in the city of Florianópolis and in non-governmental organization FloripAmanhã, social entity managing the project "Florianópolis - Creative City of gastronomy", through the handling of documents printed and electronic (projects and reports) available in those involved with the certification process of Identitary Specialization (IS) of the city in study. Added to that, and in a complementary way, an interview was held with one of the actors involved with the application to the UNESCO, which served as a control instrument for validation and complementation of data obtained by means of the online and printed documents. The collected data have been collated and organized in order to facilitate the comprehension about the process under study. In this sense, the reflective analysis of content collected, resulted in the next chapter.

Process of organization and requalification of the gastronomic heritage of Florianópolis for the candidacy for creative city of UNESCO

In Brazil, the municipality of Florianópolis has approximately 421.203 inhabitants, in an area of 675,409 km. Located 476 km from Porto Alegre, capital of the State of Rio Grande do Sul, and 300 km from Curitiba, capital of the State of Paraná, belonging to the South Region of Brazil. The idea of the candidature of Florianópolis occurred during the Forum for Creative Industries carried out by UNESCO in the city of Monza in Italy, in November 2009. The participation of Brazil in this event resulted in the convening of the country to encourage and support the insertion of cities in Latin America in the worldwide network of

Creative Cities - RMCC (UNESCO, 2015). So that this entire process of candidature could be viable it was necessary to follow a model of international organization and planning, under the guidance of consultants who have worked in the program of creative cities of UNESCO in Paris in the design of the RMCC.

First, a study was made of the financial resources employed for the gastronomic segment of Florianópolis, and it was verified that there not structured and integrated records that could help in the planning of the candidature of this city to RMCC of UNESCO. Only in 2010, by means of a systematic monitoring of this segment in the city, it could be verified the main actions and resources employed as financial investments in the *tourist trade* in favor of the increment of the gastronomy of the city, approximately US\$ 468 thousand.

Among the various areas of the creative industries, the option of Florianópolis as creative city of gastronomy was sustained by compliance of requirements determined by UNESCO, worked in three years (2010 to 2013), namely: 1. Possess offers - and demand for quality traditional and renewed; 2. Offer training in all strategic levels , managerial and operational; 3. Carry out research and development of relevance; 4. Have resources and inputs exclusive locations (oysters) and products of the *terroir* of quality; 5. Produce international events of expression associated to creative vocation designated; 6. Disseminate systematically in specialized media the designation and the actions while creative city of UNESCO and, mainly, 7. Have a project for the future.

The process by which Florianópolis has passed and has been passing since its bid for a certification IEA UNESCO in 2014, has involved ten steps for the project to become reality: 1. awareness of the actors (stakeholders - public power, private initiative and academy); 2. Survey data and information; 3. Elaboration of the dossier; 4. Negotiate action plan with partners; 5. Seek sponsorships; 6. Monitor progress; 7. Perform the adjustments; 8. Assembling technical staff for monitoring and implementation of a plan of action; 9. Negotiate promotion partnerships; 10. Deploy the projects.

For that those steps were possible to be operated, it was necessary the construction of a shared vision to establish a partnering plan between representatives of organizations from the public and private sector and civil society. In Figure 1, the names of organizations in gray cells are the main agents of the governance structure set to Florianópolis while creative city of gastronomy of UNESCO. Thus, the union of efforts of these organizations and associations has resulted in actions for the upgrading, strengthening and enhancing of the gastronomic vocation in this city.

Public Sector	Private Sector	Civil Society
Company of Agricultural Research and Rural Extension of Santa Catarina (EPAGRI)	The Trade Federation of the State of Santa Catarina - Chamber of tourism (Fecomércio)	<i>Association Floripa Tomorrow</i>

The Santa Catarina Culture Foundation (FCC)	<i>Brazilian Association of bars and restaurants (ABRASEL/SC)</i>	Brazilian Hotel Industry Association (ABIH/SC)
The Cultural Foundation of Florianópolis (Franklin Cascaes)	Commercial and Industrial Association of Florianópolis (ACIF)	The Trade Union of employees of Bars and Restaurants
Foundation of Support to Scientific Research and Technology of the State of Santa Catarina (FAPESC)	<i>The Brazilian Support Service Micro and Small Businesses (Sebrae/SC)</i>	Institute of Generation of Opportunities of Florianópolis (IGEOF)
Federal Institute of Santa Catarina (IFSC) - Campus Continent	The National Service of Commercial Learning (Senac/SC)	Conventions & Visitors Bureau
<i>Florianópolis City Hall</i>	ASSESC Colleges	Sapiens Park
Santa Catarina Tourism S/A (SANTUR)	Vale do Itajaí University (UNIVALI)	
Federal University of Santa Catarina (UFSC)	The University of the south of Santa Catarina (Unisul)	

Figure 1: Organizations partnerships of Florianópolis city as creative city of gastronomy of UNESCO. Source: The authors' elaboration.

Such valuation occurred through lectures called “Windows of opportunity in the Creative Economy” in order to raise awareness and clarify the society of Florianópolis on the context of the creative industries in Brazil. This action was important to affirm the different cultural identities of places, to improve the life quality, the image, the prestige location, and thus attract and keep intellectual capital in creative cities. With this, six planning actions and implementation have unfolded that contributed so that Florianópolis complied with the requirements of UNESCO for the candidacy to IEA certification of creative city of gastronomy, as well as creating the bases to organize the maintenance of this certification. This way, the first three actions were coordinated mainly by the market in partnership with civil society, and the three subsequent, were worked with the support of the State, by means of public organizations, already exposed in Figure 1.

- Workshop Creative Design "cuisine and handicrafts”

This formative action was held in partnership with the towns of Ensenada, in Mexico, and of Hondarribia, in Spain, because they have expertise in the articulation of the design and the craft sector for the development and upgrading of gastronomic products, from the principle *commons* (which is developed by many for the good of all). Followed the methodology of Interdesign, created by the ICSID -International Council of Societies of Industrial Design and brought to Brazil by LBDI - Brazilian Design Laboratory in 1993, and then disseminated throughout the continent, based on cooperation between designers with critical distance and emotional problems of the city, render a cosmopolitan vision of design, acting in conjunction with local people committed to the culture of the local traditions and customs. The result was the creation of parts that value the craft traditions and the ancestor’s knowledge to harmonize the gastronomy and the cultural value; endowing the dishes of a symbolic reference, related to the history and the culture of the place and extending the perception of its value.

Thus, this workshop was Integrate to the state project called "Knowledge and flavors of Santa Catarina", and had as objective to promote the interweaving of three activities of the

creative economy to develop a collection of refractory ceramics to serve specific characteristic dishes in an attractive form, innovative, feasible and desirable, and submit 12 dishes of the most expressive cuisine of Santa Catarina. This project was led by 12 Brazilian designers, Mexican, Spanish, Germans, Argentineans and French, who worked together with 40 professionals and local artisans of various cities of the state of Santa Catarina.

Specifically, in Florianópolis, to which this city adapted to the requirements of a creative city of gastronomy of UNESCO, was necessary the requalification of its gastronomic heritage which took place as part of a plan of action started in 2013, related to the project and flavors of Santa Catarina, already mentioned and which is still in development (2016).

This project began by taking as a basis the opinion of 15 renowned chefs and specialists in gastronomy and to establish a relationship of dishes that represent the cuisine of the land, the cuisine of the coastline and the Contemporary cuisine of Florianópolis. From this research performed in an event at the Campus Florianópolis - Federal Institute of Santa Catarina continent on the flavors of Santa Catarina is that was obtained the first results of the study, where through a questionnaire answered by chefs it was possible to discuss the matter with the members of the Group Manager of the Project' "Knowledge and Flavors" and define a set of typical dishes to be exposed to the UNESCO in 2014.

This action has contributed to Florianópolis be designated by UNESCO as creative city of gastronomy in December 2014, but in 2015 it would be necessary to start a new moment: developing this new condition with the *stakeholders* (interested in gastronomy of the city) in order to maintain this distinction for socioeconomic and tourist development.

Thus, the first step of the process of maintaining the IS condition of creative city of gastronomy was to identify the most expressive dishes of Florianópolis and Santa Catarina, with that the research was analyzed with other more comprehensive study, with 100 people, among opinion formers, specialists and old residents of the city, which were questioned about the memory sensory cuisine of Santa Catarina. In the second step, it was necessary to combine the best way to prepare and serve the most expressive dishes of the local gastronomy defined at the searches. For this objective to be reached, it was performed at the end of June 2015 a Seminar Cultural identity of gastronomy of Santa Catarina and the Creative Design Workshop, Crafts and gastronomy in early July 2015, at the center of Arts of the University of the State of Santa Catarina - (CEART)/UDESC.

With these two events it was possible "to join the opinion of the *chefs* indicating the best form of preparation, and of other designers, working together to seek the best form of presentation of dishes, developing equipment, products and tools to related support" (Floripamanhã, 2014). And, still the third step of this process comprised the integration of

local restaurants that wished to undertake with the proposal to prepare and serve the dishes of the regional cuisine using these utensils recently developed, in order to contribute to the artifacts constituting the image of Florianópolis as a gastronomic tourist destination with indigenous aspects. For this, ABRASEL/SC and Sebrae/SC set the minimum criteria and the establishments which meet the requirements to use the Stamp and flavors of Santa Catarina, indicating the commitment with the preservation of the regional gastronomy.

- Laboratory of Cultural Innovation - Labin

In 2015 two laboratories of Cultural Innovation were created- one in the city of Ensenada, in Mexico, and another in Florianópolis. Both to support initially the projects related to their insertions of these two cities in the Network of Creative Cities of UNESCO. The Innovation Cultural Laboratories seek to understand the territory for after thinking about the products to be developed in connection with the same. Its tasks and challenges are: apply and transfer a methodology of insertion of creative projects in the territories culturally defined, from local vocations, potentials and prospects for the future; implement and measure search tools based on sensory memory of the local people and build and provide an array of elements of the cultural reference of the territory defined serving as a base for the creative processes; propose a differentiated offering of objects of support and enhancement of regional cuisine and local craft; offer executive support to projects and actions related to the integration of the host city of each Labin to the Worldwide Network of Creative Cities into one of the categories established by UNESCO.

Like this, the Labin in Florianópolis was created to enable the execution of projects related to the territorial design, using shared spaces with partner institutions with a focus on the Creative Economy, seeking to identify opportunities for job creation and innovation, uniting memory and identity, current opportunities and future scenarios. This lab has as its starting point in recognizing the local territory and their singularities as sources of material and cultural features that allow to differentiate their products and services in a globalized market.

Thus, the Labin starts from the premise that consumer products have a cultural bond, either with their destination audience, either with the culture from which was conceived in or produced. Invest in local products, related as the ways of being and living in a given territory. The Labin is supported in the collaboration of a network of experts, with voluntary provision and mobility to act on-site in cities practicing the *Commons Design* (shared, collaborative creation or co-created).

The Laboratory pioneer in this segment in Florianópolis, has actions still incipient, with the developing and testing of methodologies of intervention in the handmade segment, aiming to value the existing cultural patrimony, initially, in the context of gastronomy. However, it

is observed the Labin from Florianópolis with an inducer of business tourism in the gastronomic segment, something new and relevant to the attraction of stakeholders and to economic development in this segment.

- The creation of the Observatory of Gastronomy

This action aims to gather elements to boost the development of gastronomic vocation of Florianópolis. It is a project with the objective of attracting the visit of specialists and internationally renowned chefs in order to design Florianópolis as one of the main protagonists of the Global Network of Creative Cities.

This Observatory of gastronomy in Florianópolis was created at the end of 2014 but also one of the actions for the maintenance of certification IEA "Creative City of gastronomy of UNESCO", which has as one of its objectives the achievement of form and structuring of periodic workshops for the discussion on the management of local gastronomy (Floripamanhã, 2014). This was important because the creative workshops on "Design, cuisine and handicrafts" are specific and were established within the project "Knowledge and Flavors of Santa Catarina", which has been given deadline to terminate. In this way, this observatory allows the continuity of similar actions or demonstrate that it is necessary for the maintenance of Florianópolis as creative city of gastronomy. This type of action contributes to the specialized creative tourism, which assist in the promotion of the city as a differentiated tourist destination.

Still as one of the initiatives of the Observatory of gastronomy, the Nucleus of Cultural Innovation had one of the first activities the achievement of Territorial Design Workshop with the goal of creating the brand of the project Knowledge and flavors of Santa Catarina. This initiative had the partnership of UDESC and aims to revalue the local gastronomy through surveys on culinary tradition, innovation and gastronomical memories, in addition to the creation of a supply of equipment, products and utensils of support and promotion of local gastronomy, which favor more qualified tourism.

- Hygienic-sanitary control of bivalve mollusks

This action is part of a pioneer project in Brazil, which has as its objective to investigate the health quality of water and of mollusks in locations where there are marine farms, in addition, search the monitoring of blooms of harmful algae and education actions on good practice management of sanitary mollusks. The mollusks are treated in the gastronomy as sea food dishes and the main managed (including in captivity in Florianópolis are oysters and shellfish (mussels). This project contributes to the quality of the mollusks used on the composition and preparation in the gastronomic dishes in Florianópolis.

- Geographical Indication of the oyster

Another action that reinforces the typical cuisine of Florianópolis and targets it culturally as a city of gastronomy is related to the project of the oyster Geographical Indication of this city that is in progress at INPI (National Institute of Industrial Property). The indication of geographic origin G(PGI) would consolidate and protect the brand "Oysters from Florianópolis". The final objective of this project is to use that trademark for dissemination purposes, ensuring consumers the quality and the differential of the produced oysters in Florianópolis (Floripamanhã, 2014).

- National Party of the oyster and Azorean culture - Fenaostra

This annual event, gradually considered a gastronomical festival, was one of the main actions carried out by the municipal government to redeem the gastronomy and the Azorean culture of Santa Catarina Island, as well as enhance one of the main inputs of the productive chain and economic local, the oyster. The first edition of this event was in 1999 with the objective of disseminating the catarinense mollusk and enlarge the market for producers (Florianópolis, 2015). The event is held by the city of Florianópolis, through the Secretary of Tourism, Secretariat of Culture, Institute of generation of opportunities from Florianópolis, the Secretary of Education, Secretary of fishing, and with the support of Abrasel/SC, Senac, Sebrae/SC and CDL Florianópolis.

This festival can be considered an autochthonous event, for being authentic and unique of international appeal, and has in each edition received a greater number of visitors for gathering in a same space activity in gastronomic and technical-scientific, economic areas and cultural life. It is observed that this gastronomic festival stimulates tourism (Schlüter, 2006) in addition to a seasonal proposal, guided in the sun and sea, offering possibilities for other niches of the development of local tourism. Thus, this event was one of the actions that contributes to the approval of the nomination of Florianópolis in UNESCO and that in 2015, due to its tradition (16 editions of this event) also enabled the promotion of competitions related to the creative economy. The "Cultural Contest Gastronomic Fenaostra Creative City" which aims to stimulate new forms of preparation taking the oyster as main ingredient, in addition to promote new forms of preparation of this ingredient.

Although this section could have happened in another way, due to its relevance, we attempted to deal with all the activities of the public sector related the candidacy of Florianópolis, the capital of the gastronomy of UNESCO in a discussion only due to limited set of information obtained during this survey, which does not prevent in future from being expanded and discussed in more depth.

Thus, with these pre and post nomination actions of the city of Florianópolis, it is observed that the public sector participation in this process was worked toward sensibilizing the society of Florianópolis for that the candidacy was understood as a stamp for the

destination with relation to gastronomy. Added to these actions, through exchanges and participation in other international events, the project has been receiving support of other Creative Cities of gastronomy of Network UNESCO as was the case of the Gastronomic Festival of wine and flowers held in Zahlé in Liban the in August 2015 and the 13th Congress Gastronomic Popayan, Colombia, occurred in September 2015.

This way, Florianópolis, it is observed that this city, now as a tourist gastronomic destination, is open to new opportunities, because when inserted in the worldwide network of Creative Cities of UNESCO, gains projection and visibility as qualified tourist destination, demanding the organization tenths of events contemplating the entire chain of production. Products fairs and services, gastronomic Festivals, scientific congresses presenting results of research and development of new products, technical seminars and workshops presenting the state of the art, are among others, windows of opportunity demanded in creative cities (Andersson, 2005) in favor of regionalization with appreciation of local culture, counting with all this associated to tourism as one more alternative for local development.

Summary

The Identity Specialization (IS) certification of Creative City UNESCO of gastronomy is a distinction that adds value as qualified tourist destination, because it represents new opportunities of cooperation, exchanging ideas, projects and people, formed by members of the Global Network of Creative Cities. It is also a recognition of five years of persistent efforts in the search for information and partnerships with project for the future.

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