

DEVELOPMENT OF GASTRONOMIC TOURISM IN UZBEKISTAN

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ABSTRACT

The article is devoted to the study of the basics of gastronomic tourism, the history of its origin. The article also reviewed the pace of development of gastronomic tourism in Uzbekistan.

Keywords: Culinary tourism, culinary customs, local cuisine, tour, wine, tasting.

INTRODUCTION

Tourism is one of the leading and most static sectors of the world economy. For its rapid growth rates, it is recognized as an economic phenomenon of the century. In many countries, tourism plays a significant role in the formation of gross domestic product, the creation of additional jobs and employment, and the activation of the foreign trade balance. By the end of the year, 235 million jobs will be created in the tourism sector, i.e. 8% of the total employment market in the world (according to research by the World Tourism Organization). It was the change in the interests and preferences of tourists that led to the emergence and development of gastronomic tourism.

The emergence and development of gastrotourism in recent years has been facilitated by many factors, such as:

- the growing popularity of television cooking programs and shows around the world;
- the acquisition of world fame by chefs of the best restaurants, in the wake of the emergence of the fashion of the restaurant business: visiting a fashionable catering establishment is to maintain the image and status in society;
- accessibility, familiarity and ordinariness of visiting restaurants for a part of the population that is sophisticated in matters of nutrition, so you can add novelty to it only by trying something really original;
- increase in food and recreation costs as a consequence of growing incomes of the population;

- awareness by food production enterprises and tourism organizations of the huge potential and profitability of culinary tourism in the world.

Gastronomic tourism is a journey through countries and continents to get acquainted with the peculiarities of local cuisine, culinary traditions, in order to taste a dish or product unique to a visiting person. However, as a service, a gastronomic tour is not just a journey, but something more, since it is a complex of events, thought out to the smallest detail, for tasting traditional dishes in a certain area, as well as individual ingredients that are not found anywhere else in the world and have a special taste.

For gastronomic tours, the goal is to enjoy the peculiarities of the cuisine of a particular country. But strangely enough, the goal is not reduced to a simple acquaintance with some rare, exotic dish or to eating countless dishes. The main thing in such gastronomic tours is to enjoy the local recipe, which has absorbed the centuries—old traditions and customs of local residents, the culture of cooking. With the help of food, the spirit of the people is revealed, as well as the possibility of understanding their mentality.

The history of the appearance of gastronomic tourism

In 2012, the term culinary tourism was replaced by the term gastronomic tourism due to the fact that a study conducted by the International Association of Gastronomic Tourism showed that the majority of Americans among whom the study was conducted believed that culinary tourism was for the elite. Therefore, it was decided to replace it with a more accessible term for most residents, combining grocery stores, street vendors, pubs for local residents, wineries, one-of-a-kind restaurants into one conception. Currently, there are various definitions of "gastronomic tourism". This concept is considered in their works by Babkin A.V., Borjgua A. Yu., Ismoilov Zh.

Gastronomic tourism is a trip across continents and countries to get acquainted with the peculiarities of local cuisines, culinary customs, as well as to taste dishes or products unique to a visiting person.

Gastronomic tourism as a service is something more than just an ordinary trip, since gastronomic tourism is a well-thought-out set of events for tasting traditional dishes in certain localities, as well as some individual ingredients that are not found anywhere else on the globe, having their own special taste.

Babkin A.V. defines gastronomic tourism as tourism for the purpose of exploring the cuisine of a particular country. In his works, Bojgua A. Yu. clarifies the concept of gastronomic tourism: "Gastronomic tourism is a type of tourism based on the desire to

know and study an ethnic unit through acquaintance with its history, national culture and traditions, peculiarities of life and management through the culture of food consumption."

According to Bojgua A. Yu.: "At the present stage of development of the tourism industry, it is important to offer a new product that can interest the sophisticated consumer." Gastronomic tourism includes elements of cultural and educational tours, is a promising direction due to the increased interest of tourists in the cultural and historical heritage of the world space. Gastronomic tourism is a form of cognition of the historical and cultural heritage of the world space and includes elements of cultural, educational and entertainment tourism, as it satisfies the spiritual needs of a person in cognition of the peculiarities of culture, traditions and everyday life of various ethnic groups of the population.

According to Bojgua A. Y., the programs of gastronomic tours should include:

- visiting gastronomic centers as objects of cultural and historical heritage of ethnic groups;
- accommodation in hotels with ethnic themes;
- visiting restaurants and cafes of national cuisine, tasting dishes and alcoholic beverages;
- master classes on cooking;
- visiting thematic museums;
- visiting cultural and historical monuments and objects of ethnic heritage;
- participation in folk, religious holidays and rituals performance of national folklore groups;
- purchase of handicrafts and handicrafts. Ismoilov Zh .

He believes that in gastronomic tourism, food and beverages are the main factors that motivate people to travel to a certain place.

According to the World Food Travel Association, there are currently 12 categories of gastrotourism:

1. Cooking schools and workshops.
2. Culinary entertainment.
3. Culinary directions.
4. Culinary events.
5. Culinary media.
6. Culinary preparations.
7. Grocery stores.
8. Gastronomic tours from agencies.
9. Gastronomic establishments.

10. Farmers' markets.
11. Gastronomic clubs.
12. Food production.

Development of gastronomic tourism in Uzbekistan

In 2019, the Concept of development of the tourism sector of the Republic of Uzbekistan for the period 2019-2025 was adopted . It is aimed at improving the effectiveness of ongoing reforms to create favorable economic conditions and prerequisites, developing priority goals and objectives for the accelerated development of the tourism industry, increasing the importance of its role and contribution to the economy, diversifying and improving the quality of services, as well as promoting the tourism industry as a entire. In this regard, Uzbekistan pays special attention to the modernization of the tourism industry, the development and streamlining of the regulatory framework for the full development of the industry, the creation of the necessary conditions for servicing foreign guests in accordance with international standards. The tourism sector is characterized by such a process as globalization, thus people traveling aim to find an experience based on regional characteristics and culture.

Gastronomic tourism can also be considered as a separate type of tourism aimed at the direct development and promotion of national cuisine as an object of tourist attraction. Recently, the gastronomic direction of tourism has become widespread in Uzbekistan, as a result of which it was possible to turn the national dish pilaf into a recognizable brand of the country. On the one hand, local cuisine should be considered as a priority tourist resource for a certain territory, this factor increases its popularity for tourists. Today, it is gastronomic tourism that is among the promising and innovative areas of tourism. Since tourism in Uzbekistan has been actively developing recently, then, accordingly, gastronomic tourism has not become an exception.

Food, tasting, culinary, food, wine, beer, etc. — these are all types of gastronomic tourism. It is known that the term "culinary tourism" was first used in 1998 by L.Long, associate professor of the Department of Folk Culture at Bowling Green University, Ohio (USA), to express the idea that people learn the cultures of different countries through local food. In the tourism sector, there are several features that allow you to attribute trips to this type of tourism. In the special literature we can find such concepts as: "culinary tourism" – "culinary tourism", "food tourism" — "food tourism", "gastronomical tourism" — gastronomic tourism. There are more and more fans and admirers

of gastronomic tourism, which increases the demand for tours of the same name. And it's not just those who like to eat simply delicious and varied. These may be professional specialists whose purpose is to participate and conduct various master classes.

Having studied the special literature of gastronomic tourism, we would like to highlight several specific features of gastronomic tourism: The development of regional farms and local producers of food products is the principal element of any gastronomic tour. Gastronomic tourism to one degree or another is considered an element of the component of all tourist trips. This is due to the fact that a tourist visiting a certain country, for example, for the purpose of pilgrimage, gets acquainted with the local cuisine. From this it follows that culinary tourism is a key link in the tourism sector. The individuality of gastronomic tourism, which consists in the fact that each region of the country has its own resources for this type of tourism. Gastronomic tourism does not have the character of a seasonal holiday, you can choose a suitable tour for any time of the year.

Uzbek cuisine is probably one of the richest in the East. Since ancient times, Uzbekistan, having a convenient geographical position on the Great Silk Road, for many centuries, like a sponge, absorbed the extraordinary dishes of various peoples and tribes by exchanging secrets of various recipes of dishes. As a result, the dishes of other peoples penetrated into the local cuisine, thereby becoming a national treasure. Each dish has its own specific features and cooking methods. Perhaps the most consumed and famous dish of the Uzbek people is pilaf. The list of national Uzbek dishes, of course, does not end there. By developing gastronomic tourism on the territory of Uzbekistan, it is possible to attract a considerable number of tourists from all over the world.

After all, Uzbekistan has something to surprise and delight foreign guests: winemaking, agricultural products, dried fruits, etc. Special attention should be paid to viticulture in Uzbekistan. Grapes have been grown in Uzbekistan since the time of Alexander the Great, respectively, and already in those days the locals produced various varieties of wines from it. When the Arabs conquered Central Asia, wine production was temporarily stopped for religious reasons, but during the conquest of the Turkestan region by tsarist Russia, winemaking found a new life. The beginning was laid in 1920, when the first state wineries were opened. Uzbekistan's grape plantations accounted for 58% of the total Central Asian harvest. Currently, the production of wine products is established throughout the Republic.

Moreover, depending on where the wines are produced, they may differ in sugar content, strength and other properties. For example, dessert wines are mostly produced in the Tashkent region, Andijan winemakers produce raisin and table wines, and Samarkand masters produce drinks with increased strength. It was here that 85% of kishmish and raisins were produced for the country. The main distinguishing feature of locally produced wines is the quality of the grapes. In this case, the climate of the country plays a role, more than 300 days a year the grapes ripen under the sunlight of Uzbekistan, as a result of which the grape varieties are much sweeter than in other countries. In total, there are about 10 grape zones in the country. Among the most common are wines from Samarkand, Tashkent, Bukhara, Ferghana Valley, Andijan and Surkhandarya regions. Tourists visiting Uzbekistan are recommended by travel agents to visit the plant. Khovrenko, located in Samarkand, to learn the history of winemaking and taste the best wines of the region. Thus, wine products are one of the business cards of gastronomic tourism in Uzbekistan.

CONCLUSION

Summing up, we can conclude that at present, the scientific literature gives a variety of definitions of the concept of "gastronomic tourism". Due to the low level of development of the topic, there is no single definition of this concept yet. Each author interprets the definition of "gastronomic tourism" in his own way, but, despite this, they are united in one thing: gastronomic tourism is aimed at getting acquainted with the local cuisine of a region or country, and tasting unique dishes. Some authors, such as Bojgua A. Yu., note that gastronomic tourism is a special form of combining cultural, educational and entertainment tourism.

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