

GASTRONOMIC TOURISM IN UZBEKISTAN

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Annotatsiya

Gastronomik turizm, yoki oshxona turizmi, turizmning asosiy turlaridan biri bo'lib, asosiy maqsadi, sayyohlarning ma'lum bir mamlakatga, sayohat qilishi asnosida, o'sha davlatning milliy oshxonasi va ovqatlanish madaniyati bilan ham, yaqindan tanishishidir. Gastronomik sayyoh, birinchi navbatda, madaniyatning ajralmas qismi hisoblangan, milliy va an'anaviy taomlarni, tayyorlash jarayoni, dasturxonga tortish usullari, ovqatlanish tartibi va pozitsiyalarini, ko'rish va bilish barobarida, sayohat qilayotgan davlatining, tarixini, iqtisodiyotini, davlat siyosati hamda mahalliy aholining e'tiqodlarini o'rganadi.

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Tourism has in recent decades become one of the most important service industries in the global economy. Part of its importance lies in the wide range of services required to produce tourism products: transportation, accommodation, information, marketing, financial services, insurance, etc. The bundling of these services supports the production of tourist experiences. Food has a particularly important role in the development of tourism services, since it makes up a large part of tourism expenditure and it is a necessity, for all tourists, in all destinations.

There are an array of uses for local food in regional tourism, ranging from meeting the tourist's biological and functional need to eat, to the use of produce in regional tourism promotion to differentiate destinations and create a sense of 'place' through regional identity. Food may also add value to a core tourism product and become the focus for special events. Additionally food maybe used as a stand-alone niche attraction (Jones and Jenkins, 2002, p. 115), referred to by tourism writers as *gourmet tourism, cuisine tourism, culinary tourism, or food tourism* (Okumus, Okumus and McKercher 2007, p. 19).

Method. Previous research on Gastronomy (food) tourism concentrates on the role of food (cuisine) as an attraction, as a cultural phenomenon, and as an experience. Moreover, food from production and motivational viewpoints is reviewed briefly.

Discussion. Gastronomic cities have played a key role in achieving the 2020 tourism development goals in Europe. In this context, gastronomy and gastronomic tourism can be a key factor. With a mix

of different services (hospitality and catering) and resource use, urban complexity, service policy and knowledge provide the key to high social solidarity and economic growth. It is no secret that the mobilization of various industries and resources will increase the experience and its attractiveness with the opportunity to contribute to the overall development of cities.

It is known that on August 6, 2019 in the conference hall of the Association of Chefs of Uzbekistan was held the opening ceremony of the Association of Gastronomic Tourism with the participation of representatives of relevant agencies and the media. The event included a presentation on the goals, activities and membership conditions of the association.

According to the State Committee for Tourism Development, the purpose of the association is to organize various events in the field of gastronomic tourism, including exhibitions, festivals, forums, seminars, scientific conferences, roundtables, competitions and other events. implementation of various projects that serve for the development of gastronomic tourism in its history, present and future.

According to officials, in order to prolong the tourist season in Uzbekistan, the association regularly hosts the International Festival of National Cuisine "Delicious Uzbekistan" in November each year, regularly attracts international travel agencies to the festival and organizes regional gastronomic tours throughout Uzbekistan. It is also planned to hold awards ceremonies among the member restaurants of the association and their employees in the nominations "Best Restaurant of the Year", "Waiter of the Year", "Restaurant Manager of the Year", "Chef of the Year". was conducted in such a way.

Results. We would like to recommend a project model for gastronomic tourism based on our research. The project is planned to be based on travel and business tourism and can be introduced in all cities of Uzbekistan with high tourist potential, such as Khiva, Bukhara, Samarkand, Tashkent, Namangan, Fergana, Andijan and Khanabad. Of course, it is gratifying that the first gastronomic town in Uzbekistan was established in Bukhara.

Project named after "Uzbekistan Gastronomic Tourism Development Model" and it is based on the following functions:

1. Innovative culinary art: reinvention of traditional cuisine, recipes and menus, cuisine nouvelle following the trends in technology and demand, use of new agricultural products and adoption of old products as raw material for cooking and food preparation. Innovative approaches were also introduced when serving food in restaurants or bars as well as selling agricultural products in shops or on markets.
2. Innovative approach in marketing: inviting customers to come to the origin of products either in rural areas in shops and markets or in restaurants and bars.
3. New approaches in internal communication with inhabitants of Uzbekistan. They were simply not anymore only observers, they participated in the project, they were creators of friendly, inviting atmosphere of the city, they became a part of experience of visitors, they were witnesses of success stories and finally they became ambassadors of the city.

The success of Uzbekistan Gastronomic Tourism Development is based on the following main factors:

- 1) Clear vision, strategy and realistic targets what the city has to become in the future and what is the role of gastronomic tourism: strategists and political leaders realized that gastronomy, tourism and culture can form the pillar of experience economy in Uzbekistan.
- 2) Commitment of all main stakeholders to develop innovative gastronomy and to offer experience based tourism products with leading role of Municipality and effective projects: the project required participation of numerous stakeholders to develop recognized Uzbek experience of gastronomic tourism, culture and the city itself.
- 3) Social network promotion: development of co-operative and participatory atmosphere in the city

with all target groups and stakeholders, with media, with national associations and participants of events that joined the project and transferred it into gastronomic movement.

- 4) Highly qualified and enthusiastic cooks, sommeliers, food and wine producers: they were creators of new products, menus, brands and promoters of Burgos gastronomy.
- 5) Internal city communication to inform and involve citizens in the project: citizens are a part of city experience and the project gave them the possibility to contribute to the project and to benefit from it; they realized that project will contribute to increase of quality of life in the city.
- 6) Efficient management of project development, coordination and implementation by Resolution of Strategic plan of Uzbekistan: they represented the core group in the project, mediator among stakeholders and their interests, active participants and communicators.

Baseline study of Gastronomic project gives the general overview of development of gastronomy in several countries and on international, global or European level. All the documents, case studies show the growing importance of gastronomy and gastronomic tourism (also called food tourism). Gastronomic tourism is a trend, is a fashion, is experience that combines reinventing traditional cuisine, search for new delights, new tastes, using adopted and new raw materials – mainly agricultural and food products and new technology.

Gastronomic cities project partners are coming from different countries with different tradition and recognition of gastronomy. Russia, Korea and India are leaders, not far behind is Uzbekistan and newcomer is America. The project is based on good practice of Burgos, where gastronomy was set as a pillar for tourism and economic development. The Burgos project shows that development of gastronomy is very complex and it demands multi-stakeholder cooperation, the work of many individuals and small businesses, volunteer work and good management. Baseline study compiled Uzbekistan gastronomy development, challenges, targets, activities and results in a model that can serve as benchmark for transfer to receiving cities. The project also demonstrates that gastronomy development does not need big investment and new or additional known economic or social policies. Gastronomy is all around us is present in everyday life, is easy to understand. Agriculture and food production is close to urban centers and can play important role in supplying restaurants with their products and play important role in promotion of development of rural areas. Development of gastronomy brings results on short term and without big financial investment.

Food is now used as a means of developing new niche markets, supporting regional identities, developing quality tourism and sustainable tourism. Food has therefore developed from being a basic necessity for tourist consumption to being regarded as an essential element of regional culture. (Jones and Jenkins, 2002, p. 115) Many countries and regions around the world are focussing on the opportunities that the linkage of food and tourism provides and have used it as a point of competitive advantage and as a means of destination differentiation. For example, every Australian state and territory now has a wine and food tourism strategy and a body in place to coordinate wine and food tourism (Mitchell and Hall, 2001). Canada has a national Culinary Tourism Development Strategy (Canadian Tourism Commission, 2003). Other countries that have incorporated the use of food in tourism as an important component of their tourism strategies include Scotland, Wales, United Kingdom, Germany and Singapore (Boyne, Hall and Williams, 2003; du Rand and Heath, 2006, p. 208). Several European destinations, in particular regions of France, Italy and Spain use their food/wine reputation to promote tourism (du Rand and Heath, 2006, p. 208). The various initiatives surrounding the development and implementation of food and tourism associations range from culinary tourism strategies to the integration of food into national tourism strategies. Integral to this is the establishment of food and tourism networks, tourism web sites and marketing initiatives dedicated to food, the development of culinary events including festivals, documentation of culinary heritage, and food related activities such as dedicated food tours and cooking holidays (Hall, Mitchell and Sharples, 2003; Long,

2003; Henderson, 2004).

Conclusion. In this study's use of in-depth expert interviews has helped to identify existing food experiences and to identify a range of opportunities for the generation of new products and food related activities. The interviews also revealed a range of critical constraints which serve as impediments to closer ties between food and tourism. A growing demand for quality local food has provided regions with a potential tool to enhance local and regional development and contribute to destination differentiation: one that increases visitor yield without compromising regional integrity. This thesis has demonstrated the value of food and its ability to enhance a destination's appeal. The use of food in tourism can contribute to regional economic and social sustainability and its potential role should not be underestimated, and indeed, should be nurtured by tourism policy makers, planners and other industry stakeholders.

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