

Specific Characteristics of the Development of Gastronomy Tourism in Uzbekistan

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Abstract: In the article, issues such as television programs and shows, use of social networks, use of new technologies in the development of gastronomic tourism in Uzbekistan were considered, and world experiences were studied.

Keywords: UN, street food, social media, festival, pilaf, France, bar, restaurants, TV show, drinks, gastronomy tourism fair

Introduction. The tourism industry is beneficial to the local and national economy. In the past, tourists sought experiences that allowed them to visit monuments, museums, and other sites of national significance. Over the past decade, tourists have shifted to seeking cultural experiences, resulting in increased interest in a country's national cuisine, gastronomy, and lifestyle.

Currently, gastronomy tourism is recognized as the most dynamic and developing tourism direction of the world tourist market. In general, the share of gastronomy tourism in the total income of the tourism industry reaches 30% and this indicator is growing.

Research methodology: As a result of our research, gastronomic tourism in the field of tourism has been little studied because it is a developing field. Methods such as scientific abstract thinking and logical approach were used during the research.

Analysis and results. According to the United Nations World Tourism Organization (UNWTO, Global Report on Food Tourism), 79% of travelers make travel plans after studying the calendar of gastronomic events and the characteristics of local cuisines. Also, according to the research, every third tourist considers the national cuisine of the destination country as a motivation for traveling, and about 30% of the total expenses are spent on food.

According to the World Food Travel Association (WFTA), 80 percent of tourists explore food and drink while traveling to a new destination. In addition, the organization says that 53% of these tourists consider themselves "gastronomic travelers". According to a recent report by UK-based market research company Technavio, the annual growth rate of the food industry is expected to increase by 9% between 2019 and 2023.

Today, the widespread popularity of food television programs and related social networks has influenced the local industry and has become the basis for the growth of the food industry. Consequently, the demand for professionals with experience in the field of hospitality is increasing. This comes from a variety of sources, including foreign and national governments seeking to develop food and beverage industries.

From 2012 to 2018, the food industry went mainstream with the help of social media platforms and food television programs featuring world-famous chefs, restaurants and events. The food industry has evolved into an experiential industry that includes festivals, wine tastings and other personalized

offerings, as well as giving rise to gastronomic tourism ventures.

According to Robin Beck of the University of Central Florida's Rosen College of Hospitality Management, foodie tourists "engage in activities where authentic culinary, food and beverage events are the primary motivation for travel." They fight such activities may include visits to local producers, restaurants, food festivals, markets, wineries, distilleries and breweries.

According to the WFTA, most gastro-tourists admit they want an "eclectic and authentic experience." In addition, according to Roi Correa, 2019 president of FIBEGA, the internationally recognized gastronomy tourism fair, 40 percent of tourists spend their money on food tourism.

Social media is very popular among millennials and Gen Z, who use social media platforms like Facebook, Instagram, and YouTube to document their experiences. In turn, marketing departments of food and beverage companies can use social influencers to promote their restaurants, products or food festivals. This situation provides a mass audience for for-profit organizations.

According to the WFTA, the top four food tour activities include:

- eating in gourmet restaurants;
- eating in famous bars and restaurants;
- enjoying street food;
- Enjoying an overall great dining experience.

According to the Journal of Gastronomy Studies, gastrotourists get information about gastronomic destinations mainly through television programs with the participation of chefs and gastronomes. TV programs are a powerful tool that has the ability to promote destinations and influence the flow of tourists to popular restaurants. For example, the late Anthony Bourdain's TV show Parts Unknown introduced American audiences to unfamiliar places and unique culinary experiences. His program was able to connect American viewers with gastronomic tourism and the country's culture. Another example is the Netflix cable show Chef's Table, which introduces food as an art form to a global audience.

Bravo's Top Chef is a reality competition show that pits chefs against each other, and its 15th season premiere drew more than 2 million viewers. The show has such an impact on gastronomic tourism that the term "Top Chef Effect" has been coined in the media. Various cooking shows in the food industry by world-renowned chefs such as Bobby Flay, Rachael Ray and Sandra Lee continue to contribute to gastronomic tourism.

Scientific research in the direction of the development of gastronomy tourism in our country also began with the Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev dated December 2, 2016 No. PF-4861 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan." This decree laid the foundation stones for the development of gastronomy tourism in our country, created its legal standards and prospects. Based on the decree, it can be noted that gastronomy tourism has entered Uzbekistan.

On August 6, 2019, the opening ceremony of the "Gastronomic Tourism Association of Uzbekistan" was held in the conference hall of the Chefs' Association of Uzbekistan with the participation of relevant agencies and media representatives. At the event, a presentation on the purpose, activities and terms of membership of the association was organized for those gathered at the event. According to the State Committee for Tourism Development, the purpose of establishing the association is to organize various events in the field of gastronomy tourism, including exhibitions, festivals, forums, seminars, scientific conferences, roundtable discussions, contests and others. Organization of events, under the auspices of international grants under the auspices of the association, is the implementation of various projects serving the development of gastronomic tourism in the history, present and future of Uzbek national cuisine. In order to extend the tourist season in Uzbekistan, the association regularly hosts the "Delicious Uzbekistan" international national food festival every November, regularly attracts

international tourist agencies to the festival, and organizes regional gastronomic tours throughout Uzbekistan within the framework of the event. Also, awards ceremonies will be held among the restaurants and their employees in the categories of "Best Restaurant of the Year Recognized by Foreigners", "Waiter of the Year", "Restaurant Manager of the Year", "Head Chef of the Year".

Also, the fact that our national dish - pilaf was included in the list of representative intangible cultural heritage of UNESCO on December 1, 2016, shows the high place of our royal dish in the eyes of the world.

- According to the requirements of UNESCO, it is appropriate to include not only the food, but also the culture and traditions associated with it;

- This work was carried out in order to preserve the role of the national dish of pilaf in the life of the Uzbek people, the values, spirituality, and traditions associated with our national dishes;

- The educational aspects of the Uzbek national dish soup were revealed. For example, in neighborhoods or teahouses, neighbors and relatives gather and talk to each other over a meal, during these conversations they consult about children's upbringing and future, discuss important issues, have a consultation, The characteristics of our traditions such as wedding food, maraka food, etc. were studied in depth, and the meaning and the role of culture and traditions related to food in the society were revealed.

- It was shown that soup is not just food, but has become a cultural tool that unites the community;

- Those at UNESCO highly appreciated the fact that pilaf not only provides food, healing and energy to a person, but also its history and place in society. This is important for the restoration of our national values among our youth and the preservation of our national cuisine.

We have world famous breads. Bread is our sustenance. There are many types of bread made in our country. In particular, in Uzbek cuisine, breads such as obi bread, patir bread, shirmoy bread, jizzali bread and gjida bread, especially types of bread baked in the oven, are widespread. We also have many traditions related to bread. Our people value bread so much that they hang ashes on the cradle of a newborn baby so that it will be full of sustenance. When the bride enters the groom's house, they put bread under her arm with good intentions, and when she visits a guest, she enters with a pair of bread.

When a guest arrives, bread is first placed on the table. Our people have many wise proverbs about bread, which call people to honesty, conscience and religion. Since we have a lot of educational traditions related to bread, it is worth passing them on to our future generations and, if necessary, including them in the UNESCO list.

On September 25, 2017, the delegation of Uzbekistan was invited and participated in the international gastronomy festival Le Village International de la Gastronomie (International Village of Gastronomies) in Paris, the capital of France, among 40 countries. The International Gastronomy Festival was organized near the famous Eiffel Tower, on the banks of the Seine River, in a village specially built for international festivals. The representatives of the "State Committee for the Development of Tourism in Uzbekistan", Uzbekistan Airways and the Embassy of Uzbekistan in France showed the stand of "Uzbek National Cuisine" at the international festival, invited the participants of the festival. invited to a table of Uzbek dishes. Famous people, poets and writers of France also came to the Uzbekistan section of the international festival. The gastronomic potential of Uzbekistan and the dishes with unique taste were especially liked by the people of France and the participants of the festival.

Uzbekistan won the first place in the competition organized by National Geographic Traveler magazine in Russia (October 15, 2018), 34% of the total votes in the "Gastronomic tourism" voting process. It was given to Uzbekistan, Italy took second place with 21% of votes, Azerbaijan took third place with 17% of votes, France was fourth with 13% of votes. As can be seen from the above figures, Uzbekistan has surpassed its rivals several times. Secondly, it is in Russia that Uzbekistan is highly

valued as a gastronomic tourist destination.

On August 9-11, 2019, the 1st International Gastronomy Festival "Gastro Bazar - 2019" was held in Tashkent. The main organizers of the festival are the Ministry of Culture and Tourism of the Republic of Uzbekistan and Tashkent city administration. If we look at the experience of developed countries, the connections between gastronomy and tourism have helped to increase the flow of tourists and extend the days of tourists' visits. , the application of the experience of the island in Uzbekistan and the issues of coverage of the field of gastronomy of Uzbekistan through the Turkish mass media were considered.

The above-mentioned official information fully confirms the need to organize and develop gastronomy tourism in the tourism of Uzbekistan.

In conclusion, it should be noted that customer satisfaction is an important aspect of the gastronomy industry, and it can be achieved by following technological innovations. Given that technological progress always benefits the gastronomy sector, it is essential to deeply evaluate and understand the characteristics, advantages and limitations of the developed applications. It is important to implement technologies that make the customer's life easier and to design themes that are interesting, unusual, creative, surprising and offer a new experience.

For the development of gastronomic tourism in the regions, it can be different depending on its characteristics, culture and tourism potential. As a result of the analysis of these points, a number of proposals can be made for the development of gastronomic tourism. Including:

- Promotion of local cuisine in tourist villages, tourist villages. Development and promotion of local cuisine in the region. Learn about traditional recipes, local ingredients and typical dishes. Organization of itineraries and excursions that allow tourists to taste authentic local dishes and learn cultural traditions related to food;
- Organization of markets, festivals and events dedicated to gastronomy by organizing markets and festivals. It could be a local farmer's market where tourists can buy fresh local produce, or a festival dedicated to a particular food or cuisine. It is an opportunity to showcase the richness of the culinary heritage of the region and attract more tourists;
- Organization of food tours and cooking courses in ethnographic regions and touristic regions. Offering tourists the opportunity to participate in food tours and cooking classes. This allows them not only to taste local dishes, but also to learn how to prepare traditional dishes under the guidance of experienced chefs. Such an experience allows tourists to learn and experience local culture through food.
- Collaboration with restaurants and local producers. Development of cooperation with restaurants, hotels and local food producers. Develop programs to help promote local cuisine and ingredients. Tourists will be able to taste authentic foods and meals, and local businesses will provide additional services.
- Using marketing opportunities, it is necessary to raise and promote the reputation of districts and villages of the region famous for their food in the world market, which, in turn, will lead to an increase in the flow of foreigners to Navoi;
- Using social networks (Facebook, Instagram, etc.) and television to inform the public about the gastronomic tourism of the regions.

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