

Ethnic Tourism is a Small Type of Gastronomy Tourism

TURSUNOVA GULMIRA RABBONOVNA

SamIES, associate professor of the "Tourism" department

OCHILOVA DIYORA ISTAMOVNA

Student of SamIES

Abstract: Ethnic tourism in Uzbekistan embraces one of the most fascinating types of travel, for what characterizes a land more vibrantly than its unique ethnic flavor? As you encounter a national heritage which has been developing for centuries, you will discover ancient traditions which are still prevalent in modern life.

Keywords: Tourism, Event, Development, Festival, Gastronomy.

At the meeting of the video selector on the development of tourism potential held under the chairmanship of the head of our state on March 29, 2023, it was emphasized the need to further increase the flow of foreign tourists and effectively use the benefits granted to the tourism industry today. In order to ensure the implementation of this assignment and the specified tasks, an info-tour was organized in cooperation with the Department of Tourism and Cultural Heritage of Navoi Region and the Samarkand Institute of Economy and Service. Representatives of more than 50 tourism companies operating in Samarkand region and scientists of the institute took part in it. A number of things will be done in the future. "Ethnotourism" festival will be held in the village of Sentob, where ethno, eco, gastro tourism is developed. During the festival, local dishes, national crafts exhibition, tours of "Fozilman Lake" and rock petroglyphs, national games and folklore groups will be held. musical performances will be shown. 2000 domestic and 500 foreign visitors are expected. At the same time, districts of the region known for their delicious food were also studied. Dishes made from fish and fish products, zarmetan yogurt in Kiziltepa. Conimex, and in Tomdy, beshbarmok, camel milk. In Nurota, Nurota Tandir Kebab, milk and dairy products are popular. A number of works are being carried out in the "Gastronomic street" project, which is being organized in the city of Navoi. Currently, 850 people are served from this street at the same time, there are 10 public dining places. In the future, 5 public catering and 16 light construction services will be organized (31 in total), 3 thousand people will be served at the same time.

Analysis and results. The COVID-19 pandemic has forced the world to discover new ways to offer innovative gastronomic tourism experiences. Now more than ever, hospitality professionals need to provide a safe environment for tourists to experience culinary adventures. In addition, technology and social media savvy professionals can provide gastrotourists with the convenience of exploring wineries, spirits and culinary destinations. As food tourism continues to change, hospitality and tourism management professionals have a unique opportunity to be an important part of this growing industry.

For many destinations, food and wine are an integral part of their history and identity and have become a key element of the country's brand image. Gastronomy and wine tourism, revitalizing and diversifying tourism, stimulating local economic development, attracting many different professional sectors and providing new access to the main sector. Thus, gastronomy and wine tourism contribute positively to the promotion and branding of destinations, the preservation of local traditions and diversity, as well as the application and reward of authenticity. UNWTO's Committee on Tourism and Competitiveness (CTC) defines gastronomy tourism as a type of tourism activity characterized by the

tourist's experience with food and related products and activities during the trip. In addition to authentic, traditional and innovative culinary experiences, gastronomic tourism can also include other related activities such as visiting local producers, participating in food festivals and taking cooking classes. Enotourism (wine tourism) as a subspecies of gastronomic tourism, the purpose of which is to visit vineyards, wineries, taste, consume and buy wine.

One of the directions contributing to the development of gastronomic tourism in the city of Navoi is wine tourism. According to the latest data from Future Market Insights, by the end of 2023, global revenue from wine tourism is expected to reach US\$85,145.2 million. In the long term, the wine tourism market is estimated to be worth approximately USD 292,538.4 million in 2033. Wine tourism - usually involves visiting wineries and wine regions with the intention of tasting, consuming and purchasing wine. Wine tourism can be an alternative way to visit a new area and learn something truly special about the region. Popular destinations include traditional wine-producing regions such as France, Italy, Spain and the United States, as well as New World wine regions. Wine tourism offers a variety of experiences such as winery tours, tastings, festivals and seminars. This has significant economic impact, contributing to job creation and local business growth. Wine regions are investing in tourism infrastructure to improve the visitor experience. Wine education and sustainability are important aspects of wine tourism. While the industry has been impacted by the COVID-19 pandemic, it is expected to rebound as travel restrictions ease.

Global Wine Tourism Market Forecast 2018-2022 to 2023-2033

Feature	Details
Estimated size of the wine market (2023E)	85,145.2 million USD
Predicted Market Value (2033F)	292 538,4 million USD
Value Based CAGR (2023-2033)	13,1%
Share of collective value: Top 5 countries (2022A)	From 15% to 20%

The role of the wine tourism market looks promising, its growth is caused by several factors. As travel restrictions ease post-pandemic, the tourism industry, including wine tourism, is expected to grow at a CAGR of 13.1%. Travelers are increasingly looking for authentic and experiential travel experiences, fueling the demand for immersive wine tourism offerings. Developing wine regions in countries such as China, India and Eastern Europe are gaining attention. Sustainability and responsible tourism practices are becoming more important, and wineries are taking more environmentally friendly measures. Technology and digital platforms can play a major role in enhancing the wine tourism experience. Specialized market segments may emerge to satisfy specific interests. Partnerships between wineries, tour operators and tourist boards can create a comprehensive wine tourism experience. However, it is important to consider that various factors may influence market dynamics, and the actual trajectory of the wine tourism market may differ from predictions.

A comparative view of the neighboring wine tourism market. Peer or ancillary markets in travel and tourism are expected to influence the global wine tourism business. These include Philippine Culinary Tourism and Culinary Tourism Markets. Future Market Insights' study of these connected industries has revealed specific findings that can be useful in creating uniquely differentiated strategies for opportunity and success.

The main dynamics of the wine tourism market around the world

- Wine education and experiential learning. Wine tourists have a strong desire to deepen their

knowledge and appreciation of wine. They seek an educational experience that provides insight into the various aspects of winemaking, grape varieties, and wine tasting. Wineries have responded to this demand by offering educational programs, workshops and tours. These experiences allow visitors to learn about the winemaking process from vine to bottle and better understand the factors that contribute to wine quality and taste. Attendees will have the opportunity to interact with the winemakers, explore the vineyards, and even participate in grape picking or wine blending events. These educational experiences increase visitors' knowledge of wine and create a deeper connection with the wine they enjoy.

- Promotional efforts by wine regions. Wine regions are actively promoting their offers and investing in wine tourism infrastructure to attract tourists and showcase their unique wine heritage. They recognize the economic and cultural value of wine tourism and its positive impact on local communities. Wine regions organize wine festivals, events and tastings to showcase their wines and attract visitors. They create wine roads, routes or maps that guide tourists through the region, highlighting different wineries and vineyards along the way. Tourist centers and wine museums are established to provide information and serve as a starting point for the wine tourism experience. These promotional efforts by wine regions aim to create an attractive destination for wine tourists, promote local businesses and contribute to the overall growth of the wine tourism market.

- Seasonality and weather dependence. Wine tourism is affected by seasonal and weather conditions, which can affect the availability of certain activities and the number of visitors. The timing of the grape harvest and winemaking season varies by region, and tourists can plan their visit around these times to experience the excitement and energy of the grape harvest or participate in winemaking activities. However, this means that some activities may only be available at certain times of the year, limiting options for wine tourists outside of these seasons. In addition, adverse weather conditions such as heavy rain, cold or extreme heat can affect vineyard operations and disrupt travel plans. These seasonal and weather dependencies can make it difficult for wine tourists to plan their trips and experience certain activities.

Gastronomic tourism has its own advantages and disadvantages:

- Advantages of gastronomic tourism: According to the WFTA, gastro-tourists spend about 25% of their travel budget on food and beverages. This can benefit the budget of the local community due to taxes on goods purchased by tourists. Increased revenue allows local governments to invest in marketing to tourists, which in turn increases revenue for local shops, restaurants, hotels and transportation services. The growth of gastronomic tourism can help to reduce the unemployment rate of the local population, especially in regions with low economic activity.

- Disadvantages of gastronomic tourism: although gastronomic tourism has many desirable effects on local communities, in some cases the negative aspects can outweigh the positive aspects. For societies suffering from lack of natural resources - food, water, electricity, tourism has a negative impact on the lives of the population, fresh water is diverted to agricultural fields to satisfy the needs of tourists for food, and at the same time, the local population access to clean water and food may decrease, and some communities may lose their cultural identity. As a result, restaurants refuse to serve local dishes and change their menus to suit the culinary needs of tourists. In some cases, the influx of tourists increases the cost of goods and services, which forces many local residents out of their communities, thereby destroying the community's identity.

To help mitigate and prevent the negative effects of gastronomic tourism, it is essential that governments and business leaders in the tourism and hospitality industries hire knowledgeable professionals. Because gastro-tourists want to participate in culinary experiences that embody and celebrate the heritage of local communities. And tourism and hospitality leaders have the opportunity to educate gastrotourists and help them enjoy culinary vacations while minimizing the negative impact on local communities.

Development of wine tourism in Navoi region can be a strategic and profitable business. Here are some suggestions to help develop wine tourism in the region:

1. Development of vineyards: encouraging the establishment and expansion of vineyards in the Navoi region. Cooperating with local farmers to develop grape growing, providing them with the necessary knowledge and resources.
2. Wine Tourism Routes and Roads: Creating well-defined wine routes connecting the various vineyards and wineries in the region. Develop informative maps and brochures so that visitors can easily navigate and explore the area.
3. Wine Events and Festivals: Organize wine-related events and festivals throughout the year to attract visitors. This can include wine tasting, grape harvest festivals and cultural events showcasing local heritage.
4. Wine Education Programs: Establish wine education programs to educate locals and visitors about the art of winemaking, grape varieties, and history of winemaking in Navoi region. This can be done through seminars, excursions.
5. Wine Tasting Centers: Setting up special wine tasting centers where visitors can taste and buy local wines. These centers can also offer information about the winemaking process and the specific characteristics of the wines produced in the region.
6. Culinary Experiences: Collaborate with local restaurants and chefs to create culinary experiences paired with local wines. This can include special wine and food pairing events, cooking classes and gastronomic tours.
7. Marketing and branding: Implement a strong marketing strategy to promote Navoi region as a wine market. Using online platforms, social media and travel publications to reach a wider audience.
8. Partnership with tour operators: Work with tour operators to include wine-focused tours in their offerings. This can attract tourists who did not initially consider Navoi region as a wine destination.
9. Infrastructural development: Ensuring the availability of necessary infrastructure such as roads, transport and public utilities to support the flow of tourists. This enhances the overall visitor experience.

Partnerships with local businesses: Develop partnerships with local businesses and artisans to create a holistic experience for tourists. This can include incorporating local produce, arts and crafts into the overall wine tourism experience.

By implementing these strategies, Navoi region can establish itself as a unique and attractive destination for wine lovers, thereby boosting the local economy and promoting cultural exchange.

List of used literature:

1. Suyunovich, T. I., & Pirmamatovna, M. A. (2023). Use of Digital Technologies Is Becoming One of the Main Tasks of the Tourism Industry. *Web of Scholars: Multidimensional Research Journal*, 2(6), 134-137.
2. Makhmudova, A. P. (2022). PROBLEMS OF DEVELOPMENT OF RECREATIONAL TOURISM IN UZBEKISTAN AND THEIR ANALYSIS. *Builders Of The Future*, 2(02), 161-166.
3. Махмудова, А. П. (2017). ФАКТОРЫ ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ АГРОПРОМЫШЛЕННОЙ ПРОДУКЦИИ. In *Инновационное развитие современной науки: проблемы, закономерности, перспективы* (pp. 123-125).
4. Makhmudova, A. P., & Karimov, A. (2022). Conflict situations in tourism enterprises and ways to solve them. *International Journal of Discoveries and Innovations in Applied Sciences*, 2(2), 103-106.

5. Махмудова, А. П. (2022). Основные формы паломнического туризма. *Builders of the future*, 2(2), 139-145.
6. Abdukhamedov, A. S., Makhmudova, A. P., & Mukhammadiev, N. (2022). Directions for the development of tourist routes of buddhist monuments and the formation of attractive tourist products. *Builders Of The Future*, 2(02), 146-153.
7. Makhmudova, A. P., & Karimov, A. (2022). Conflict situations in tourism enterprises and ways to solve them. *International Journal of Discoveries and Innovations in Applied Sciences*, 2(2), 103-106.
8. Махмудова, А. П., & Назарова, Ф. (2022). МАМЛАКАТИМИЗДА ЭКОЛОГИК ТУРИЗМНИ РИВОЖЛАНТИРИШДА ЭКОТУРИСТИК ИНФРАТУЗИЛМАЛАР ЯРАТИШ ВА УЛАРНИНГ ХИЗМАТЛАРИНИ ТАКОМИЛЛАШТИРИШ ЙЎЛЛАРИ. *Builders of the future*, 2(2), 123-127.
9. Махмудова, А. П. (2022). Основные формы паломнического туризма. *Builders of the future*, 2(2), 139-145.
10. Раимова, М. Д., & Гуломхасанов, Э. М. (2022). МАРКЕТИНГОВОЕ ИССЛЕДОВАНИЕ В ТУРИЗМЕ. *Scientific progress*, 3(1), 475-479.
11. Akmaljon, O., Erkin, G., & Nodira, M. (2022). DIGITAL MARKETING. *Uzbek Scholar Journal*, 10, 112-116.