

PROSPECTS FOR FOOD TOURISM DEVELOPMENT IN UZBEKISTAN

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Abstract: the article reveals the relevance and prospects for the development of various areas of gastronomic tourism in the Republic of Uzbekistan. The experience and achievements in this area of foreign countries are considered. The analysis of the potential opportunities of our country for reaching the level of world leaders in the development of food tourism has been carried out. Options for expanding gastronomic tourist routes are proposed. The conclusion is drawn about the work already done in the country. Relevant activities necessary to further achieve the goal of establishing food tourism in Uzbekistan are outlined.

Keywords: gastronomic tourism, food tourism, gastronomic brand.

ПЕРСПЕКТИВЫ РАЗВИТИЯ ФУД-ТУРИЗМА В УЗБЕКИСТАНЕ

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Аннотация: в статье раскрывается актуальность и перспективы развития различных направлений гастрономического туризма в Республике Узбекистан. Рассмотрены опыт и достижения в этой области зарубежных стран. Выполнен анализ потенциальных возможностей нашей страны для выхода на уровень мировых лидеров в развитии фуд-туризма (гастрономического туризма). Предложены варианты для расширения гастрономических туристических маршрутов. Сделан вывод об уже проделанной в стране работе. Обозначены актуальные мероприятия, необходимые для дальнейшего достижения цели становления фуд-туризма в Узбекистане.

Ключевые слова: гастрономический туризм, фуд-туризм, гастрономический бренд.

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Introduction

Food tourism or gastronomic tourism is gaining more and more popularity among lovers of new experiences today. This is a good opportunity to make their dreams come true for those who want to get acquainted with the culinary culture of other countries, the unique national cuisine, the peculiarities of the production and preparation of products and dishes, as well as undergo training and improve their professional knowledge. Acquaintance with someone else's cuisine makes it possible to feel the national flavor not only on an intellectual, but also on a sensual level. People seek to find travel experiences shaped by regional and cultural backgrounds. Local food, as one of the areas of attraction, enriches tourist experiences, makes them vivid and memorable [1]. Food has become a significant part of the modern concept of cultural heritage and cultural tourism, which is determined by the desire to acquire quality experience while exploring new places [2].

The opportunities offered by food tourism have made it one of the fastest growing innovative tourism sectors in the world, focused on the development and promotion of products, culinary dishes and drinks as objects of attraction for tourists. Gastronomic tours can consist of a variety of activities related to tasting food, drinks, studying recipes, master classes in cooking. Together with restaurant weeks, holiday dates associated with feasts, food preparation competitions, food tourism also includes excursions to food industry enterprises, wineries and breweries, symposia, exhibitions and other events, with the participation of professional chefs, culinary specialists and authors of books and films about food.

Analysis of foreign experience in the development of food tourism

Understanding the economic, social, political effectiveness of the development of gastronomic tourism, each country is trying to make food tourists special offers, expanding tourist programs in the food sector and promoting the creation of travel companies purposefully working in the gastronomy industry (tour operator "The International kitchen" in Australia, "Gourmet Travel" in Russia, "Gourmet on Tour" in America, etc.). Tourists

need to determine in advance the concept of travel and choose the product of interest to the tour. You can go to a country with famous culinary traditions, visit enchanting food festivals and gastronomic events, get culinary experience in famous gastronomic schools, etc.

The leading countries in the development of food tourism are France, Italy, Spain, Japan and China.

Considered the culinary capital of the world, France invites gourmets to visit French culinary schools or experience culinary classes in Paris. In every region of this country you can taste a typical dish: in Normandy, it is cider, camembert cheese and calvados; in Brittany - cider and pancakes; in the Ile-de-France - brie cheese, black pudding and mushrooms, etc. [four]. Possessing a gastronomic brand, the region becomes famous and popular, the branded product embodies the individuality of the area [5].

Mediterranean countries offer those wishing to visit all kinds of fairs and festivals, relax in farm houses, where you can not only live, but learn how to cook local dishes. In Italy, tourists will be offered to visit the pork festival in the Val de Funes valley, a holiday dedicated to Gorgonzola cheese, bread and strudel festivals in the city of Bressanone, not to mention the original Italian pastas, pizzas, cheeses and wines.

In the United States, tourists travel to learn all about the production and types of whiskey, to visit restaurants with Michelin stars in New York.

Moscow organizes several major gastronomic festivals, such as the International Festival of Sweets and Ice Cream or the Way to Christmas, and successfully develops excursion tours about the culinary arts, with visits to food factories, factories and restaurants.

In recent years, new regions have appeared in the food tourism niche, successfully developing their gastronomic brands: South Korea, Thailand, Azerbaijan, Brazil, Georgia, etc.

Opportunities of Uzbekistan in the development of food tourism

Uzbekistan, with its rich oriental culture, unique historical architecture, amazingly beautiful nature and delicious national cuisine, has a huge potential for the successful development of tourism. Including to achieve the heights of world leadership in its gastronomic sector. Realizing the value of such opportunities, the Government of the Republic is carrying out large-scale work in the development of tourism. This is facilitated by the adoption in 2019 of the Concept for the development of the tourism sector of the Republic of Uzbekistan for the period 2019–2025. Designed for the productive development of tourism, creating favorable conditions for its successful formation and expanding economic prospects. In the country, by the decision of the State Committee for the Development of Tourism of the Republic of Uzbekistan, the Association of Gastronomic Tourism was created, the purpose of which was the informational development of the brand of Uzbek cuisine and the attraction of the flow of foreign food tourists to our region.

The unique features of this country, together with the implementation of organizational measures planned by the government, will make it possible to successfully develop the direction of gastronomic tourism.

Colorful national cuisine, oriental sweets, delicious watermelons and melons can attract gourmets from all over the world. Uzbek cuisine already has one gastronomic brand - pilaf, which has become the country's hallmark. There are many types of pilaf, each region of the republic presents its own version of the preparation of this dish. In addition, the recipes for cooking pilaf differ according to the cooking events: everyday, wedding, holiday pilaf, etc. But, in the national cuisine there are hundreds of other dishes worthy of becoming branded and allowing to highlight a specific area of Uzbekistan (samsa, manty, flatbread, lagman, shurpa, etc.). Uzbek cuisine has rich historical roots and since the time of the Great Silk Road combines a variety of the best oriental dishes. Such gastronomic wealth creates unlimited opportunities for the embodiment of a wide range of food events. Travelers have a choice of various tourist tours to get acquainted with the richness of national dishes and the methods of their preparation, observing the colorful presentation of food and traditions of hospitality, participating in training master classes on recipes and cooking technologies. Many dishes are prepared in exotic ways: on an open fire, in tandoors, which in itself becomes an exciting food show for European tourists.

The extraordinary oriental beauty of ancient architecture, many colorful restaurants bordering on simple street teahouses contribute to the growing popularity of urban gastronomic tourism in large cities of Uzbekistan. Oriental bazaars, with an abundance of ripe and juicy fruits and vegetables, a wide range of oriental sweets, nuts, dried fruits and a soaring aroma of spices, can be of great interest to food tourists. It is there that tourists can see and feel the soul of the East.

The beauty of holiday traditions and rituals makes it possible to successfully develop event tourism. Tourist tours on the day of the vernal equinox, on the Navruz holiday will allow tourists to see grandiose folk festivals and covered dostarkhans throughout the country, to taste the traditional dish - sumalak. Surprise and admire its historical significance and cooking technology. It is interesting for tourists and hospitable, joyful celebration of significant events in Uzbek families: weddings, birth of children, beshik-tuyi, sunnat tuyi and many others. All celebrations are inextricably linked with colorful traditional rituals, rich feasts, and spectacular presentation of treats.

The extraordinary beauty of the nature of Uzbekistan, with snow-capped mountains reflected in the azure of rivers and lakes, flowering meadows, the purest mountain air or a picturesque, hot desert can become an excellent basis for the development of gastronomic ecological and rural tourism. Local residents in mountain

villages and auls will welcome tourists in their homes with hospitality; you can also stay in guest houses. Far from big cities, in settlements near wild nature, travelers will see real ethnic authenticity, learn how to cook local dishes, bake bread, dry ripe fruits in the hot Uzbek sun, and drink crystal clear ice water from a mountain river. Dried local medicinal herbs can be purchased from locals or collected by yourself on hiking trips.

The warm climate of the Republic promotes the growth and ripeness of juicy fruits, the sweetest watermelons, melons, and grapes. In terms of taste, there are no analogues to Uzbek fruits in the world. Uzbek melons are delivered as a sweet treat all over the world.

Successfully developed viticulture contributes to the prosperity of winemaking and the high potential for the development of wine gastronomic tourism in the country. The offers of tour operators about wine tours to this country are already functioning successfully. On these trips, travelers can see how grapes are grown and looked after, and during the season they can participate in the harvest. Get acquainted with the technological stages of grape processing and the processes of making wine. And, of course, taste the many varieties of wine.

Conclusions and recommendations

Summing up, it should be noted that the Republic of Uzbekistan has enormous opportunities to achieve successful and effective development of gastronomic tourism. The steps taken by the country's government towards the development of the tourism industry are quite fruitful. Today, international publications call Uzbekistan one of the most attractive destinations for tourism [6]. For the further successful development of the gastronomic direction of tourism, it is necessary to continue working towards the goals set: to improve the qualifications of Uzbek tour operators, to attract international tourist operators to the development of food tourism in the country, to expand the route map and the subject of tours, to develop infrastructure in the direction of tourist routes, to organize gastronomic PR actions, festivals, master classes and other social events aimed at promoting the brand of Uzbek cuisine.

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