

ORGANIZATION OF GASTRONOMIC TOURISM IN UZBEKISTAN

Jalilov Shokhjakhon Kholbozor ogli

Independent Researcher, Tashkent State Agrarian University, Uzbekistan,

E-mail: shoxjahon.jalilov@mail.ru, Tel: +998942919339

Abstract

The article highlights the fact that gastronomic tourism is one of the fields of tourism that has been coming to our country since recent years, and today the importance of gastronomy tourism in our republic, the development of Uzbek national traditions, customs, national dishes and world standards.

Keywords: Gastronomy, gastronomic tourism, gastronomic tourist, national dishes, tourism industry, World Tourism Organization (UNWTO), gross domestic product (GDP), wine(eno)-tourism.

Introduction

Today, the tourism sector is a type of human activity, on the one hand, it expresses social relations, and on the other hand, it is an independent branch of service provision. In the conditions of globalization, the tourism industry is becoming one of the most promising sectors of the economy. The growth of employment in tourism, which is considered the main sector of the economy in many countries, has a positive effect on the increase in income of the population, the diversification of the economy and the emergence of new industries serving tourism, and it provides a solution to the problems of providing employment and is a source of foreign exchange. According to the statistics of the World Tourism Organization (UNWTO), "...tourism ranks third in terms of profitability, fourth in exports of goods and services, its share in the world gross domestic product (GDP) is on average 10 to 15 percent".

Gastronomic tourism, that is, culinary tourism, is one of the main types of tourism, the main purpose of which is that tourists travel to a certain country and are closely familiar with the national dishes and food culture of that country. At the same time, tourism is developing as a branch that brings nations closer together, studies the culture, religion, faith, history, nature of different peoples in different eras, and serves to accelerate the level of economic growth.

Gastronomic tourism is the tourism of guests who aim to enjoy a unique food or product and enjoy the unique features of the local cuisine and culinary traditions of each nation. Gastronomic tourism has several directions: travel to the suburbs (villages), study tour, ecological travel, etc. The main difference between gastronomic tourism and other areas of tourism is that gastronomy is available at any time of the year. At any time, in any weather, tourists spend 30% of their money on food.

The purpose of gastronomic tours is to enjoy the unique culinary features of the cuisine of a particular country, get acquainted with rare, exotic dishes or try countless dishes. The main

thing in such gastronomic tours is to enjoy the centuries-old local recipes that have become ingrained in you - with the help of food, the traditions and customs of the local population, the cooking culture and their mentality are understood.

Gastronomic tour programs should include:

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

The gastronomic tourist is considered an integral part of the culture, the process of preparing national and traditional dishes, the methods of serving food, eating habits and positions, while studying the history, economy, beliefs of the state policy of the traveling country.

Gastronomic streets are opening in several cities of our republic and are starting to serve gastro tourists.

Orzu Mahmudov Street in Samarkand serves residents and tourists as a gastronomic street. In the cafes and restaurants located on this street, everyone can enjoy the most delicious, national dishes prepared in different countries of the world. There are many gastronomic boutiques, trade and service points along the road.

This street will not only be a point for eating or shopping, but also a place for various cultural and entertainment events.

Currently, dishes from about 30 countries of the world are being prepared on the street. In particular, restaurants specializing in cooking Uyghur dishes have opened in the area.

A gastronomic street "Street Food" is being built on Islam Karimov Street in Bukhara. This initiative is being implemented in accordance with the resolution of the Cabinet of Ministers of Uzbekistan "On measures to further develop the tourism sector in Bukhara region in 2022-2026". According to the Ministry of Tourism and Cultural Heritage of Uzbekistan, the gastronomic street in Bukhara is 820 meters long, and the number of operating service and trade outlets is 36, of which 9 are catering establishments. In particular, the "Bravo Leader" restaurant in Bukhara began its work on December 13. The restaurant, which specializes in Uzbek national dishes as well as European cuisine, can accommodate 200 people. As a result of the launch of the project, 50 new jobs were created. Another unique aspect of the restaurant is that practical work has begun to obtain the "Halal" certificate.

Today, gastronomic tourism has developed in almost all countries of the world. For example, Bulgaria and France specialize in viticulture and winemaking, Germany, Austria, Belgium and the Czech Republic specialize in beer, while Italy in Switzerland and the Netherlands specialize in cheese making. The President's Decree No. 5611 dated January 5, 2019 on additional measures for the rapid development of tourism in the Republic of Uzbekistan establishes the task of developing new tourism programs, taking into account the promising nights of tourism in the regions of our country, including the potential of gastronomic tourism.



Gastronomy is another reason to love Uzbekistan. When you come to our country, you can refuse any excursion, but you can never refuse food. Especially the air here is saturated with the pleasant smell of delicious food from the airport. A gastronomic tour of Uzbekistan will leave you with unforgettable taste impressions throughout the year, and you will want to repeat it even at home. In particular, in 2018, Uzbekistan won the first place in the "Gastronomic tourism" category at the "National Geographic Traveler" award held by the "National Geographic" magazine. Respondents who participated in the contest voted 34% for Uzbekistan, 21% for Italy, 17% for Azerbaijan, 13% for France, and 5% for South Korea. - Many tourists come to Uzbekistan to get acquainted with the country's dishes, traditions and culture. It can be seen that Uzbek food attracts everyone.

7 facts about Uzbek food:

- ✓ Uzbekistan has the most delicious bread;
- ✓ Many Uzbek dishes are cooked on an open fire (oven);
- ✓ It is customary to eat fatty and high-calorie foods in Uzbekistan;
- ✓ After a meal, Uzbeks drink hot tea;
- ✓ Uzbeks eat mutton, beef and horse meat (qazi);
- ✓ In Uzbekistan, guests are greeted with fragrant tea and bread, followed by delicious pilaf;
- ✓ A special tea ceremony (according to the Uzbek tea ceremony tradition, tea is returned three times before being served to the guest, and on the fourth, it is passed to the guest.) Tea drinking traditions may differ in different regions of Uzbekistan.

Uzbek cuisine is perhaps one of the most diverse and colorful cuisines in the world. If you want to enjoy the most delicious pilaf in the world, mutton and tandoori kebabs cooked over charcoal, spicy lagman, or hot samsa that melts in your mouth - come to Uzbekistan!

In Uzbek dishes, the use of mutton is less common than beef and horse meat. According to the traditions of Islam, pork is not used in food. Among the most popular dishes in our kitchens are pilaf, manti, dolma, hasip, tandir bread. At the same time, each region of our republic is famous for its national dishes. Today, Khorezm region, like many regions of Uzbekistan, has a sufficient potential for tourism development, and occupies an important place in the strengthening of socio-political, economic and cultural relations in the region. As a result of the implementation of a number of measures for the development of tourism in the region, the share of tourism services in the region's GNP has also increased. we can observe changes in gastronomic events.

Winemaking in Uzbekistan has a very deep history. It is believed that the first grapes were brought here 6 thousand years ago. At that time, Central Asia had a high level of winemaking and grape growing technology.

Marco Polo, a famous Venetian traveler of the Middle Ages, wrote in his diary after traveling through Central Asia:

"Samarkand, Bukhara and other magnificent cities are decorated with magnificent gardens and vineyards. I tried the local wine. This wine was at least ten years old, and it amazed with its excellent quality ...".

In 1927, the famous winemaker, Professor M.A. Khovrenko came to Uzbekistan. He was one of the first in our country to invent technical methods for producing such branded grape wines



as “Gulyakandoz”, “Shirin”, “Liquor Cabernet”, “Aleatiko”, “Uzbekistan” and “Farhod” and founded the first winery for their production.

In order to develop tourism in Uzbekistan, to expand the service system for tourists and to create all conditions for them, funds are allocated for the construction of new tourist complexes, hotels, campsites and restaurants, bars.

CONCLUSION:

Currently, gastronomic tourism is developing rapidly in Uzbekistan. As the types of tourism are developing in each region of our republic, special attention is being paid to gastronomic tourism. Just one example, it is planned to increase financial resources, provide employment to the population, as well as develop gastronomic tourism by establishing restaurants and cafeterias on the roofs of hotels located in the city of Bukhara.

In conclusion, it is not an easy matter that the development of each field is aimed towards the top. It rises and develops only through hard work and initiative.

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