



Volume: 03 Issue: 10 | 2022 ISSN: 2660-454X

<https://cajitmf.centralasianstudies.org>

The Important Influence of the Restaurant Service Sector in Promoting Local Cuisine

¹ Salimova Muyassar Abdulla qizi

Received 8th Aug 2022,
Accepted 7th Sep 2022,
Online 6th Oct 2022

¹ Assistant teacher of the department of
Tourism and service of Tashkent State
University of Economics
muyasabdushkur@gmail.com

Annotation: One of the key components in the development of gastronomic tourism is the promotion of the local cuisine. The use of the local food by restaurants is a significant way of promoting the local cuisine as well as establishing collaborative relationships with the local producers. This alternative leads also in the increase of the local production and in the improvement of the returns of their investment. Restaurants which use the local cuisine in their menus face an opportunity of marketing their menus, potentially leading to ongoing purchase of the local food. This destination owns a large heritage in cuisine, in local food production, techniques of productions and a variety of recourses. The purpose of this paper is to analyze the willingness and ability of the restaurant managers to use and promote the local cuisine in their menus.

Keywords: restaurants, local cuisine, tourism quality management.

One of the most essential elements in the relationship between food, tourism and local development is the sector of restaurants. The use of local food in restaurants increases the level of local production. Meanwhile, the marking of restaurants' menus based on local food is a good alternative of menus and restaurant's marketing. In addition, the use of local food on a restaurant business affects in the perceived growth of the level of authenticity of the restaurant's experience that extends more in the width of destination. Restaurants have an essential impact in tourism development offering to tourists not just the food but also the experience. In fact, restaurants are not created just for food purpose because food industry has a supporting role and is an important part of tourism industry. Food is determined as one of the motivators of the trip and as a factor that influence also in the choice of restaurants from tourists. Tourists consider as 'an attraction' a place that let them show, be part of and be more sensitive. So, a 'touristic attraction' is a physic development that offers to tourists the possibility to gain experience through coordination. In order to increase the level of investment return to farmers, rural areas are in search of developing direct relationships between local producers and restaurants¹. On the other hand,

<https://www.richtmann.org>

cuisine chiefs and restaurants managers seek to establish a cooperative relation with local producers hoping favorable prices. The benefit is mutual and can be seen in both aspects. The reasons that lead restaurant managers to local producers:

- Most restaurants have an owner that enables purchase everywhere that he wants;
- Restaurant menu changes constantly and the purchase of seasonal products is an easier alternative;
- The demand of restaurants is from a lower level than other institutions and the possibility of completion of this request is higher;
- Customers are available to pay more for a menu unit that uses qualitative products grown bio.
- Advantages of direct sales at restaurants for local producers:
- Market security. If a cooperative relation with a restaurant is placed, in this relationship are determined also the price and the amount of requested product.
- Personal contact with owners, managers or cuisine chiefs offers flexibility in product growth and also in information collection from clients regarding to product quality.
- Name or brand recognition. If restaurants emphasize the name of local producers on their menus, then the level of name or brand recognition increases offering new opportunities.

Restaurants and food experiences are an important element for tourists and their tourist experiences. The purpose of their study is to understand the role that this sector has in the level of attractiveness of a tourist destination. Local foods or foods that are produced based on local tradition can create a competitive advantage for restaurants that serve them, impacting in differentiation of destination. Furthermore, another positive effect is the impact that restaurants have in the improvement of products produced based on local tradition or restaurant experiences that tourists gain. Restaurants change in the way how they are positioned in market. Most restaurants believe on service quality and its impact in customer satisfaction. That's why they choose a specialized and trained staff in terms of qualitative service. Many restaurants emphasize the local nature of food using different ways mentioning the emphasis of local dishes on menu or the presentation of different appetizers. But few of them use the narration effect to relate food, place, history and culture of the nation that keeps and inherit them. Narration is a good way to strengthen touristic experience. Restaurants can focus on this strategy to attract tourists because places that are related with a specific history attract more visitors and tourists thus becoming an important element of marketing of destination. Restaurants can be considered as service related more with the development of culinary tourism. Being this relationship, its promotion using different communication tools is very important. The most common tool of information transmission is the word of gossip². Another common tool for tourists is the discovery of restaurants while visiting a specific area. Also, can be mentioned printed materials, brochures, newspapers, magazines or different restaurant web pages. Also, television and internet bring different restaurants to the attention of people. The tendency of tourists to eat traditional dishes can be increased but firstly negative views regarding this way of cooking has to be changed. An alternative are restaurants- living rooms where tourists feel more comfortable. It is very important to offer a variety of traditional dishes not just the dishes that are known by tourists. At the same time there is a growing interest regarding production of specific specialties and creation of unique products that are typical for the area. This alternative brings a strong relationship between the sector of restaurants, environment and producers of area growing the level of authentic experiences for visitors and tourists of a place. Restaurants that offer qualitative products have an important contribution in the improvement of

² Telfer D& Wall G., (1996) Linkages between tourism and food production

local food and the system of production relating to the quality of product and service. The importance of local food, as part of menus, can be understood and managed in different ways on restaurants³.

There are a lot of factors that define the success and the failure of a destination for the development of culinary tourism. Among these factors restaurants have a role on the promotion of local food. Restaurants are considered to be as the closest service related with culinary tourism and acts as a mediator between local producers and tourists, communicating with each of them being mindful for local situation. The reasons for this argument are different. In one direction can be argued that there are restrictions or barriers that don't let the managers to utilize totally local food as an attraction or a touristic source. The most common restriction that cuisine chiefs and restaurant managers have in the use of local food is related with the difficulty of full accessibility in components and with the full safety of their quality. The determination of right relations with local stakeholders gives to restaurants the possibility of reduction of barriers that are in the use of local food as a touristic source in destination. The use of local food in restaurants and the placement of direct relationships with local community can affect in the improvement of local production and the image of destination and it also creates a full package of authentic experiences for tourists, impacting in the differentiation of destination and in the creation of a competitive advantage.

The use of local food presents a good alternative also for restaurants in the placement of a competitive advantage in the sector where they are part of. This strategy affects positively in the creation of a special identity and in the strengthening of competitive positions in a business environment where is very important the process of continuous improvement to fulfill customer's demands that are in a continuous growth.

Despite different influences, the gastronomy of this area is largely identified with the gastronomy. However, the local products of this area are known for their simplicity and clear territorial identity. The mixture of high-quality meat, especially veal and lamb; humble and yet fresh dairy products such as goat, cow and sheep cheese and yoghurt; delicious fruit and vegetables grown in this territory such as onions, tomatoes and pomegranates, grapes and alike provide something for the traveler to look forward to discovering.

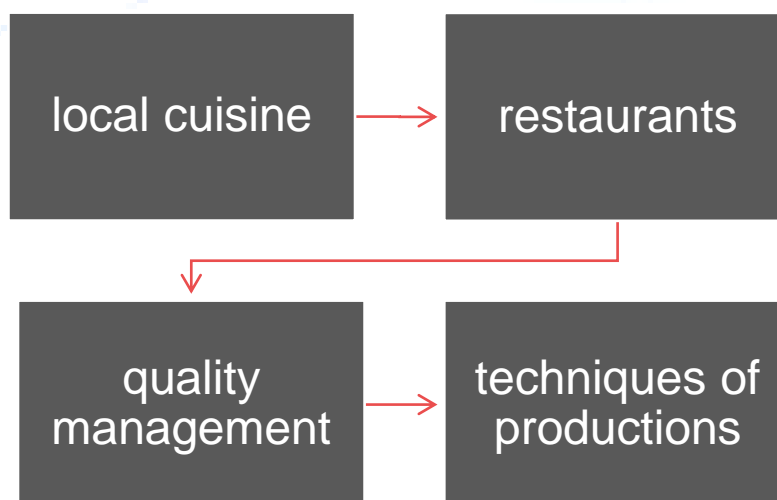


Figure 1. Key components of restaurant sector in promoting local cuisine⁴

Research findings suggest that according to the restaurant managers and chef's local food can play a significant role in promoting their businesses and in creating a competitive advantage in their sector as well as influencing the tourist's decisions regarding dining experiences. Restaurant chefs and managers

³ <https://www.researchgate.net>

⁴ It has been created by the author

are willing to increase the use of typical dishes and recipes as a way to increase the percentage of tourists dining experiences. A crucial point of this activity is the relationship between restaurant managers and local producers. They offer is sometimes limited and they do not have always the possibility to fulfill restaurant needs. Our findings highlight the importance of the local authorities to create links between the stakeholders related with this subject. By creating these links, the value chain can improve the quality of the gastronomic products to present the gastronomic offer effectively to the market. Another critical point of the value chain is the community and their admittance in participating in the value chain offer by retaining traditions and local resources. This would allow chefs in gathering information about a great variety of typical dishes and local tradition⁵. Food has a great potential in enhancing visitors' experiences and to contribute in creating a local brand that can differentiate the city in study⁶.

References:

1. Telfer D & Wall G., (1996) Linkages between tourism and food production
2. Hewitt, B. (2009). The town that food saved: How one community found vitality in local.
3. (Electronic resource): <https://www.richtmann.org>
4. (Electronic resource): <https://www.researchgate.net>
5. (Electronic resource): <https://www.mdpi.com>
6. Alieva M. T. (2018). Tourism problems in the Central Asian republics. Theoretical & Applied Science, (11), 30-34.
7. Toychievna A. M. Application of Innovations on the Improvement of the Quality Management System of Tourism Services. JournalNX, 492-497.
8. Alieva M. (2010). Uzbek travel services industry and international comparison. Perspectives of Innovations, Economics and Business, PIEB, 6(3), 66-70.
9. Алиева М. (2020). Science and Education Studies. Архив научных исследований, (13).
10. Алиева, М. (2020). Harvard Journal of Fundamental and Applied Studies. Архив научных исследований, (12).

⁵ Hewitt, B. (2009). The town that food saved: How one community found vitality in local

⁶ <https://www.mdpi.com>