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Innovative and Traditional Ways of Developing Gastronomic Tourism in Uzbekistan

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Abstract: This article highlights innovative and traditional ways of developing gastronomic tourism by the help of using foreign experience. Digital and technological innovations, including the use of chatbots for booking, mobility models to manage the flow of visitors, artificial intelligence, service-oriented robots and similar innovations, can revolutionize the development of the industry, as evidenced by the experience of many foreign countries. At the same time, the possession of special halal or kosher certificates, depending on the type of gastronomic service enterprises, is one of the requirements that causes many considerations among tourists visiting our country, and it is also mentioned that it is an important factor for the development of the gastronomy sector.

Key words: gastronomic tourism, artificial intelligence, contactless communication, halal certificate, kosher certificate.

INTRODUCTION

The travel and tourism sector is actively undergoing changes and developments. The tourist sector is evolving both in terms of nature and structure. New kinds of destinations created on demand are replacing mass, standard, and complex tourism. This procedure is novel.

A sizable portion of people adore culinary works of art. Undoubtedly, they can be sampled at local eateries and cafés without having to leave the city, but the current tourism business has created so-called gastronomic tours for gourmets and gourmets in order to fully enjoy the benefits of fine cuisine (Ivanov, V.D.2018).

Eating is one of our daily physical needs and has been until recently. Nowadays, it is not just a need, but it has become an industry at the industrial level and an integral part of tourism. Gastronomy is one of the main factors in choosing a travel destination among international tourists. In addition to learning about the customs, culture, and art of the regions they visit, tourists also want to explore local foods and desserts. This is useful for regions with sufficient gastronomic potential and are able to develop widely by implementing new types of products or services.

For a long time, Uzbekistan has been recognized as a country with its national cuisine, diverse food and drink products, which is highly recognized in the field of gastronomic tourism at the international level. By taking advantage of the current popularity of gastronomic tourism in our country, we can bring significant benefits to the economy by strengthening the links between the latest innovations and several sectors of the industry.

LITERATURE REVIEW

The tourism sector is distinguished from other sectors of the economy by having a high level of innovativeness in many ways. Each innovation is an important step for the development of the industry and serves to increase the flow of tourists. (Hjalager, 2010)

The world has now entered the Golden Age of Gastronomic Tourism. Because many tourists show their interest in local food and drinks in the regions they visit. At the same time, it is important for them to find products in demand by tourists. Availability of meat-free food for vegetarians, halal food for Muslim tourists, kosher food for Jewish tourists is one of the most important factors for the gastronomic industry. (Saurabh Kumar Dixit, 2019)

A gastronomic tourist, first of all, is considered an integral part of the culture, learns the national and traditional dishes, the preparation process, serving methods, eating patterns and postures, while seeing and knowing, the history, economy, state policy and beliefs of the local population of the country he is traveling to. Gastronomic tourism is attracting increasing interest as a new and developing market. It attracts many tourists (or foodies) who want to try the local cuisine, and this is one of the main reasons for traveling to new and exotic places. One of the driving forces behind traveling both globally and locally is gaining an in-depth knowledge of a country's local and rural cuisine. Many local dishes are prepared according to traditional recipes that have been passed down for centuries and have become an important means of learning about the culture and heritage of the region. We can see from the experience of a number of foreign countries that many achievements can be achieved as a result of combining this historical identity with advanced modern innovations (Ruziyev B. 2022).

A countryside tour is a specific kind of trip that involves travelers temporarily residing in a rural area so they can sample the local cuisine and goods produced there. It may also involve helping out in an agricultural setting. As a result, participants can choose to pick wild berries in the forest, pick fruits and vegetables on farms, go truffle hunting, or stroll along wine-growing paths as part of the "green" gastronomy tours. Individual or specialized tourist accommodations must be found in small towns or rural areas without skyscrapers, and this requirement is a requirement (Ivanov V.D, 2022).

RESULTS AND DISCUSSION

Innovation in tourism refers to the use of artificial intelligence, mobile technologies and many other modern technologies during travel. Technological solutions can be used in one form or another at almost every point of the journey, which significantly affects the tourist experience.

When tourists and visitors travel to specific locations with the intent of partially or fully sampling the local food or engaging in gastronomic activities, this is known as gastronomic tourism.

In other words, culinary tourism is a trip to learn about the local cuisine, the characteristics of how foods are produced and prepared, and how to advance one's degree of professional expertise.

One of the most inventive and rapidly expanding sectors of travel today is gastronomy tourism. It is also possible to think of gastronomy tourism as a subset of tourism that promotes and develops food and drink products as tourist attractions (Dracheva, E. L., & Hristov, T. T.2015).

The tourist attraction strategy includes safety innovations. The essence of the problem facing this industry may be to focus more on the safety of travelers. In response, tourism brands will inevitably have to adopt

more powerful innovative ideas, including technology. Undoubtedly, the future of tourism depends largely on digital and technological innovations such as the use of chatbots for booking, mobility models to manage the flow of visitors, artificial intelligence, 5G, service-oriented robots, gamification techniques for emotional tracking and depends on etc. These innovations shape a new travel experience. Some hotels are replacing staff with room service robots, providing a safer alternative. Similarly, replacing waiters serving in catering establishments with robots is becoming an alternative option.

Machines play a very important role in people's lives, so engineers try to use machines to prepare food completely without the use of human hands, which helps to prepare food quickly and even deliver it to customers quickly, which and reduces labor costs.

Making a good impression on guests is one of the top priorities of any restaurant. Therefore, it is important for the restaurant industry to have many technology trends aimed at improving guest perception and their widespread use. Diners expect restaurants to accept everything from digital wallets and QR codes to mobile payments like Apple or Google Pay. According to UK Finance, over 83% of people are already using contactless payments and this trend is growing. By 2020, the global contactless payments market is expected to reach 12 billion euros.

Diagram 1



Source: <https://www.statista.com/statistics/1227815/contactless-payments-worldwide-by-region/>

People want to eat according to their beliefs and to know that the food they are eating is made in accordance with their beliefs. Therefore, in our world of approximately 1 billion Muslims, it is very important to have a halal certificate. The main reason for Halal certification is to serve the national and international Muslim communities in their religious observance. The concept of halal applies to a wide range of goods and services used in the daily life of a Muslim. One of the most important factors for gastronomic establishments is the availability of products that comply with the processes and procedures prescribed by Islamic law for Muslim consumers.

At the same time, the kosher certification of catering establishments is recognized by the tourists who visit our country, mainly of the Jewish religion and the increase of such establishments naturally serves to increase the flow of tourists.

CONCLUSIONS AND SUGGESTIONS

Using the experience of developed countries, the use of the following methods for the development of gastronomic tourism in our country can be effective and significantly increase the flow of tourists:

- 1) Advanced innovation and technological discoveries, including the use of chatbots for reservations, mobility models for managing the flow of visitors, artificial intelligence, service-oriented robots, contactless communication tools and similar innovative innovations;
- 2) Arousing the interest of tourists by launching online sales of gastronomic souvenirs, which contain the gastronomic potential of our country;
- 3) Catering establishments have halal and kosher certificates, the menu offers special dishes for vegetarians.

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