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THE GASTRONOMIC TOURISM DEVELOPMENT AS AN INNOVATIVE DIRECTION FOR THE TOURIST INDUSTRY ENTERPRISES OF THE REPUBLIC OF UZBEKISTAN

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ABSTRACT: Article discusses the gastronomic tourism importance, especially the national dishes preparation, and also suggests ways to promote gastronomic tourism in Uzbekistan.

KEYWORDS: gastronomic tourism, types of pilaf, food safety of tourists in gastronomic tourism.

INTRODUCTION

The countries' culinary traditions in the world were laid for centuries, as they were influenced by a large number of factors, including the climatic conditions influence and geographic location, the countries' economic well-being, and the degree of other cultures influence. The ethnic group of the country was gradually formed, and as a result of this process - the gastronomic features formation. When you get to know any country, you directly encounter its culture. Without a doubt, food and the eating rituals it are the most important element of the material culture of any nation. This statement is proved at least by the fact that people, being omnivorous by nature, eat differently in different national cultures. There is a statement: if you want to know the culture of a country - taste it. It is for this purpose that a new tourism direction has taken shape - a gastronomic tour.

Any country is capable of developing this tourism type, since each has its own national cuisine. But today, not all countries use this potential for their development: some cuisines are considered global, others are very popular everywhere, and some have not received widespread demand at all.

In recent years, gastronomic tourism has gained significant proportions and has become one of the most dynamic and creative tourism segments. It can be stated with confidence that this sphere development will diversify tourism, as well as stimulate local and national economic development. In addition, gastronomic tourism contributes to an ethical culture development and is a sustainable basis for exploring the territory, landscape, cultures, local products, and authentic cuisine.

Public catering plays an important role in the life of human society. Visiting a restaurant has an important social function. People need not only saturation, but also communication with each other. The person who first heard this expression most often thinks that this is a journey in which it is simply delicious food. But this judgment is very far from the truth: you can try the national cuisine by going on any trip, and not necessarily, a tourist one. Going on a trip, we set ourselves, as a rule, quite definite goals.

The gastronomic tour's purpose is to enjoy the cuisine peculiarities of a particular country. At the same time, this goal is not limited to trying some rare, exotic dish or trying countless dishes. First of all, gastronomic tourism is a means of learning the mentality, age-old traditions and national spirit of the peoples through the cooking culture and eating food. A gastronomic journey is a palette with which a tourist can paint his own idea of a particular country. Food reveals the spirit secret of the people, helps to understand its mentality. Thus, food tourism is more than a regular sightseeing trip, as it requires a careful approach to the local food choice. The main gastronomic tour feature is tasting exactly those dishes that are not found anywhere else in the world.

The objects of gastronomic tourism are:

1. Countries whose cuisine has its own specific characteristics.
2. Selected regions known for their products. For example, such regions of France as Bordeaux, Alsace, Burgundy, and Champagne are known for their unique wines.
3. Restaurants that stand out for the quality and exclusivity of cuisine, for the original menu. For example, three Michelin stars holders: La Pergola in Rome, Italy, Fat Duck in Bray, Great Britain, Kojima in Tokyo, Japan.
4. Companies known for their culinary products. For example, the world's largest chocolate factory "Alprose" in Switzerland and the famous monastery breweries "Andechs" and "Ettal", located in Upper Bavaria, Germany.
5. Institutions providing educational services in the areas of culinary and gastronomy. For example, the French Academy of Culinary Arts "La Cordon Bleu", the Italian Cuisine High School.
6. Culinary events: festivals, fairs, celebrations, tastings, master classes, exhibitions, conferences. For example, Christmas markets that open in November in cities such as Cologne, Dresden, Budapest, and Nuremberg.

Various conferences and salons are held annually for representatives of the hotel, restaurant and tourism business: the International Culinary Conference, organized by the International Association of Culinary Tourism, the International Culinary Salon "The World of Restaurant and Hotel".

In the most general form, all gastronomic tours are divided into urban and rural or "green". Their fundamental difference lies in the fact that, going to the countryside, a tourist seeks to try an environmentally friendly product grown without the use of chemicals. Prerequisite: accommodation facilities for tourists, individual or specialized, must be located in rural areas or small towns without multi-storey buildings. For example, "green" tours offer wild berries picking in the forest, fruits and vegetables on farms, truffle hunting or excursions to places famous for winemaking. Such tours are interesting not only for their culinary component, but also because they provide an opportunity to plunge into the everyday life of local people through food and products, learn their customs, habits, orders and other subtleties, sometimes surprising and incomprehensible to another language and culture representatives.

Urban gastronomic tours involve visiting national cuisine restaurants, confectionery factories, sausages and other products production shops with obligatory tasting. Private types of city tours are restaurant and educational tours.

Gastronomic tourism is a special type of tourism with a number of characteristics. Firstly, these are sightseeing tours that include food and drinks tasting. During the trip, the tourist will be told about the local cuisine, about the

peculiarities of wine, cheeses, food combinations, which gives a unique opportunity to taste the wine or product that has just been told; will demonstrate production technology. Thus, a tourist will be able to learn all the nuances of their production in a particular country, since each nation and even region has its own traditions.

The second feature is specialized trips in which training in tasting or cooking various dishes is carried out. Throughout the trip, a professional chef accompanying tourists on the way chooses products himself, designs a menu, and gives master classes on cooking national dishes.

Over the independence years in Uzbekistan, a lot has been done to preserve the culinary art as a historical heritage and cultural heritage, the necessary organizational and legal conditions have been created for the catering sector development, taking into account national / historical traditions and modern trends in food technology. Much attention was paid to the highly qualified chefs and public catering specialists training. All this contributed to the increase in the national cuisine prestige, its further popularization.

The tourism potential of Uzbekistan has tremendous potential, according to the cultural and historical heritage and natural diversity of the country. Due to the measures taken by the government, tourist flows from abroad to our country are increasing from year to year.

An integral part of the tourism potential of Uzbekistan is traditional Uzbek cuisine, which is already recognized at the international level. Thus, on December 1, 2016, the Intergovernmental Committee for the intangible cultural heritage safeguarding included the culture and traditions associated with pilaf in the Representative list of the intangible cultural heritage of UNESCO, and in the vote of the National Geographic Traveler in the nomination "Gastronomic Tourism" Uzbekistan confidently took 1st place. However, unfortunately, at present, the restaurants activities specializing in the development and popularization of Uzbek national cuisine are not considered in conjunction with the tourism sector development.

Not only architectural monuments and folk crafts (which are exempt from taxes) are the tourism projects center, but also catering establishments. And it is the catering establishments, despite the lack of government support, that have made Uzbek cuisine famous all over the world over the past ten years. However, due to very high competition, this sector is becoming very investment-intensive.

By developing gastronomic tourism on the territory of Uzbekistan, one can attract many tourists from different countries of the world. Uzbekistan can also share its 16 national cuisine, winemaking, food, melons, and honey with guests from different countries of the world. It should be noted that each region of the Republic of Uzbekistan has its own peculiarity of cooking national dishes, for example, pilaf, which is considered the most exquisite dish. Pilaf is the most famous dish in Uzbekistan. It is considered an ordinary and at the same time a festive dish. Not a single wedding, party or birthday takes place without it. The main components of pilaf are rice, meat, carrots, onions, etc.

There are more than 70 types of pilaf in Uzbekistan. At the festival "Osh bairami (pilaf festival)", which is held annually in our country, the following pilaf types are prepared:

1. «To'y oshi» (Wedding pilaf)
2. «Karavan osh» («Pilaf Caravan»)
3. «Choyxona palov» («Chaikhana pilaf »)
4. «Toshkentcha osh» («Tashkent pilaf»)
5. «Xorazmcha palov» («Khorezm pilaf »)
6. «Bayram oshi» («Festive pilaf»)
7. «Namangancha devzira osh» («Namangan pilaf devzira»)
8. «Samarqand oshi» («Samarkand pilaf»)
9. «Asaka palov» («Pilaf Asaka»)

There are more than 57 recipes for Uzbek samsa (an independent dish, similar to a pie, of an arbitrary shape with a filling). Uzbek samsa is an integral part of the traditions of the people. Uzbek samsa is not just a flour product stuffed with meat or vegetables; it is a tradition passed down from generation to generation and has its own

characteristics and secrets. Perhaps we can say that every family in Uzbekistan can and love to cook samsa. It's like "grandma's pies". No solemn event is complete without samsa being served. And in everyday life, housewives prepare samsa for their relatives and friends. Uzbek samsa, of course, has its own varieties. It is cooked both in a tandir (a type of clay oven) and in the oven. For the filling, not only meat (beef, lamb, chicken) can be used, but also vegetables (potatoes, pumpkin, and onions) and herbs. The dough for cooking can be both flaky and bland.

Bread is sacred for Uzbeks. For many centuries it has been baked in the form of "non (bread)" cakes in a tandir (a brazier stove, a grill of a special spherical or jug-shaped type for preparing a variety of food among the peoples of Asia), and after baking it is sprinkled with various spices. There are two types of flat cakes - "obi-non" (an ordinary flat cake mixed with water), "patyr" (a festive flat cake made of puff pastry with the addition of lamb fat), as well as a "shirmon", "lochira", "chevat", "katlama" (types of Uzbek bread) and other.

Uzbek flatbreads (non) are bright representatives of the national cuisine. They are placed on the table in restaurants, teahouses and traditional Uzbek houses. There are different recipes and secrets in different regions. They come with cakes to woo the bride. With the parents' consent to give the daughter in marriage they lay a rich table preparing "obi-non" bread for "beshiktui" - a wooden cradle for the 40th birthday of the baby. There is special bread for travelers with dryness and long shelf life, etc. We can talk about bread and various first and second courses, salads, oriental sweets endlessly, various soft drinks, about grapes, melons, watermelon and its useful properties.

Our country can be proud of the fact that we have qualified cooks of national cuisine, masters of their craft. The only obstacle is the food tour organization. If you interest tourists from different countries of the world with your cuisine, your traditions, attract bloggers, make films about national cuisine, and then gastronomic tourism will not differ much from other popular tours.

Of course, it is necessary to work with catering establishments: restaurants, teahouses, improve service, attract professional chefs, and give the enterprise a national flavor and not a European one. Increasing the national dishes and drinks assortment. Use national live music. And also carefully prepare all the premises and observe all the sanitation and hygiene rules.

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