

Gastronomic Tourism as a Factor of Attractiveness of the Tourist Destination of Uzbekistan

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Abstract

The article considers the potential for the development of gastronomic tourism in Uzbekistan based on the national cuisines of the peoples of Uzbekistan. Modern trends in Uzbek gastronomy have been studied. Recommendations on the formation of the brand "Uzbek Cuisine" are proposed. A SWOT analysis of strengths and weaknesses, opportunities and threats for the development of gastronomic tourism in Uzbekistan was carried out.

Keywords: *gastronomic tourism, culinary traditions, national cuisine, Russian cuisine, Ukrainian cuisine, Korean cuisine, Uighur cuisine, Kazakh cuisine, Kyrgyz cuisine, Tajik cuisine, Armenian cuisine, Jewish cuisine, European cuisine.*

Introduction. Various peoples have lived on the territory of Uzbekistan throughout its history. This in a certain way affected the gastronomic traditions of the inhabitants of Uzbekistan. Culinary, as part of national culture, on the one hand, characterizes the identity of peoples and ethnic groups, and on the other hand, is the least isolated part of it.

Considering culinary (gastronomic) tourism as a modern, popular trend began only in 2001, when E. Wolf defined gastronomic tourism as “the search for and enjoyment of a unique, unforgettable experience in food and drinks, both on the other side of the Earth and on the next street”.

The modern multi-ethnic composition of Uzbekistan is also very diverse - 145 nationalities (according to the results of the population census in Uzbekistan in 2022).

Many of the peoples living in Uzbekistan have contributed to the gastronomic preferences of the inhabitants of the region. Tourists coming to Uzbekistan speak positively about the taste of products and dishes made in Uzbekistan.

The main features that characterize the specifics of gastronomic tourism are as follows: off-season routes; the opportunity to develop this type of tourism in almost any tourist destination; the ability to combine the gastronomic component with any type of recreation; popularization and preservation of ethnic traditions of gastronomy of local residents. Based on the foregoing, the relevance of this study is determined by the fact that the development of the gastronomic direction in tourism will make the regional tourism product more recognizable and in demand.

Methodology. As a result of our study, the issues of further development of gastronomic tourism in the tourist destinations of Uzbekistan in the conditions of sustainable socio-economic development of the tourism industry were studied, in connection with this, scientific conclusions and

recommendations were developed. During the study, the methods of SWOT analysis, scientific abstract thinking, logical approach, comparison, and systematic approach were used.

Results. Historically, Uzbekistan is rich in its cultural and gastronomic customs, as many nationalities living in Uzbekistan in different eras, one way or another, influenced the formation of culinary traditions in the region. There is no single national cuisine in the region, so it makes sense to use such a concept as the cuisine of the peoples of Uzbekistan (Uzbek cuisine or cuisine of Uzbekistan). Uzbek cuisine includes dishes of various nationalities (see picture).

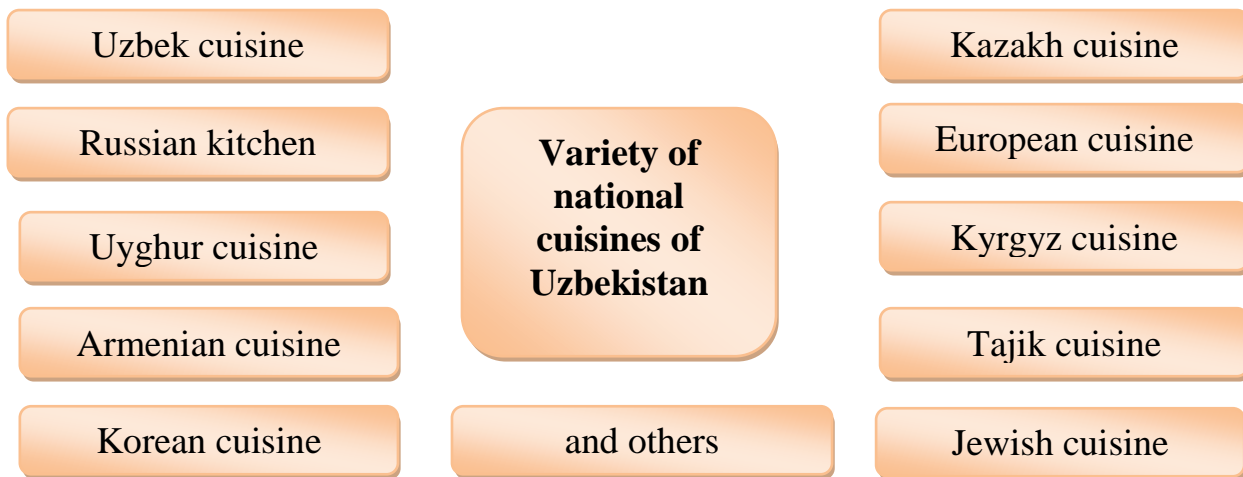


Figure 1. Variety of national cuisines of Uzbekistan

For example, Russian cuisine is represented by the following dishes:

- a variety of soups (ear, cabbage soup, stew, etc.);
- Whole chickens, ducks, geese and piglets stewed in a Russian oven;
- various types of dough products (dumplings, pies, pancakes, donuts and gingerbread);
- pickled vegetables (cabbage, cucumbers, etc.).

Ukrainian cuisine is represented by traditional borscht, pickle and cabbage, dumplings with various fillings, donuts, potato pancakes and cheesecakes.

The Crimean cuisine of the Crimean Tatars reflects the history of this people. Mountain, southern coast and steppe Tatars have certain differences in culinary traditions. Traditional meat and dough dishes - kubete (kobete), chebureks, yantyks;

first courses - shurpa, lagman, tokmach; sarma - grape leaves stuffed with minced meat. The tradition of drinking and treating guests with freshly brewed coffee has been preserved since ancient times. The tragic pages of the deportation of the Uzbek Tatars supplemented the national cuisine with dishes of Uzbek cuisine: pilaf, samsa cooked in a tandoor oven and parvarda, candy caramel.

The Armenians, who appeared in Uzbekistan in the 11th century, also contributed to the formation of certain gastronomic traditions. Baked meat and vegetables cooked on an open fire - Armenian kebab (khorovats), tolma (dolma) from grape leaves and minced pork, beef with lamb, Armenian lavash - unleavened white bread in the form of a thin flat cake.

The formation of Uzbek cuisine was also significantly influenced by the Greeks, Bulgarians, Jews, Koreans and other peoples living in Uzbekistan. All national dishes made from local Uzbek products have certain specifics. Many dishes, such as pilaf in different variations, are present in the cuisine of Uzbeks, Kyrgyz, Tajik and Turkmen cuisine. The landscape and climatic conditions allowed for the cultivation of grapes for centuries, which significantly influenced the development of the wine industry. All of the above confirms the existence of a cultural and historical potential for the development of gastronomic tourism in Uzbekistan. It makes sense to represent the local cuisine with a single brand - Uzbek Cuisine (Traditional Cuisine of Uzbekistan, Cuisine of the Uzbek Peoples).

According to Gomilevskaya G. A., Den V. G., the main aspects that initiate the development of gastronomic tourism can be considered: the presence of cultural, natural and ethnic components; interaction between producers of tourist services (public catering establishments, accommodation facilities); production sector (plants, factories); complex work of the region, support of the local population and authorities.

Thus, the presence of cultural, natural and ethnic components are not the only factors contributing to the development of gastronomic tourism in the region. This requires a whole range of interrelated factors.

The emergence of event events, for example, the Kovun Sayli festival, which in 2019 brought together more than 20 thousand guests, can be attributed to modern trends in the tourist gastronomy of Uzbekistan. Also very popular are the festivals "Harvesting and Winemaking Festival" and the "Shirin non va asal" festival.

Discussion. In recent years, private bread preparations have become widespread on the territory of the republic, which can also be called points of gastronomic attraction. Today, many Uzbek cities offer places where you can taste authentic local cuisine. The priority areas of gastronomic tourism in the Republic of Uzbekistan and the city of Samarkand are gourmet tourism and food lovers, industrial and culinary (restaurant) tourism. Also, such a direction as visiting fish farms has been developed.

Wine tasting tourism has a long tradition in Uzbekistan, thanks to world-famous wineries such as Bogizagon and Khovrenko. New wineries appear, for example, the Marokand winery. Basically, wineries are located in the middle part of Uzbekistan.

Based on the above, a SWOT analysis of the potential for the development of a gastronomic direction in tourism was carried out (see table).

The identified strengths and weaknesses, threats and opportunities for the development of gastronomic tourism in the territory of Uzbekistan led to the conclusion that this direction has significant potential, which in the future can have a positive impact on improving the efficiency of tourism activities in the region. As can be seen from the above matrix of threats and opportunities, weaknesses prevail over the number of strengths. However, the possibilities for the development of this direction in tourism in Uzbekistan give grounds for optimistic forecasts.

1-table SWOT analysis of the development potential of the gastronomic direction in tourism

Strengths	Opportunities
Natural-climatic and historical-cultural resources	Increasing interest in food tourism
Geographical and geo-economic position	Promotion of the tourism product in the international and domestic tourism markets
Availability of existing tourist and recreational infrastructure	Job creation, especially for young professionals
Available potential for agricultural development	Comprehensive development of tourist areas
Multinationality	The new image of Uzbekistan, thus identifying the cultural and
	Increasing the sales of the Uzbek tourism product
Weaknesses	Threats
Low competitiveness of tourist services	Unstable exchange rate of the national currency
Lack of transport accessibility	Weakening of international and foreign economic relations
Unsatisfactory state of tourism infrastructure	Decrease in the competitiveness of the tourism complex in comparison with the corresponding sectors of the countries of the European Region and others
Insufficient use of information and communication technologies	Deterioration in the quality of goods and services as a result of the economic crisis
Lack of qualified personnel	
Imperfect mechanisms for regulating tourism and related industries	

Conclusion. Gastronomic tourism in Uzbekistan can be an addition to pilgrimage, bathing and beach, sightseeing, educational, sports tourism.

Many different authentic national cuisines, distilleries, cheese dairies, the availability of seasonal products, as well as the natural, climatic and historical and cultural features of the region make it possible to create a unique tourist product in the Uzbek region.

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