

## THE IMPORTANCE OF GASTRONOMIC TOURISM

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**Annotation:** This article provides detailed information on gastronomic tourism. The importance of gastronomic tourism in Uzbekistan has been studied. National cuisine and its suitability for tourists are studied.

**Keywords:** gastronomic tourism, national cuisine, national cuisine, gastronomic travel, tourism, economy, developed countries.

## ЗНАЧЕНИЕ ГАСТРОНОМИЧЕСКОГО ТУРИЗМА

**Аннотация:** В данной статье представлена подробная информация о гастрономическом туризме. Изучено значение гастрономического туризма в Узбекистане. Изучается национальная кухня и ее пригодность для туристов.

**Ключевые слова:** гастрономический туризм, национальная кухня, национальная кухня, гастрономические путешествия, туризм, экономика, развитые страны.

## GASTRONOMIK TURIZMNING AHAMIYATI

**Annotatsiya:** Ushbu maqolada gastronomik turizm haqida batafsil ma'lumotlar keltirilgan. Gastronomik turizmning O'zbekistondagi ahamiyati o'rganilgan. Milliy taomlar va ularning turistlar qatlamiga mos kelish jihatlari o'rganilib chiqilgan.

**Kalit so'zlar:** gastronomik turizm, milliy taom, milliy ovqatlanish, gastronomik sayohat, turizm, iqtisodiyot, rivojlangan mamlakatlar.

Gastronomy is a type of tourism that studies the relationship between the culture and food of a particular country or region. According to gastronomic principles, food is not only an art, but also a science.

Gastronomy is often confused with cooking. Cooking is an integral part of gastronomy, the process of creating food and drink. For a gastronome, food is simply a set of properly prepared foods and a beautiful presentation. A qualified gastronome evaluates food from the inside out, looks deeply into it, and explores and explains the cultural, scientific, and historical facts that influenced the origin and creation of that food. Gastronomic travel - in which the traveler, along with explaining the concept of a country, learns the mentality of the people of this country through national cuisine and learns about



its mentality. Thus, gastronomic tourism is a trip to different countries and continents, the purpose of which is to get acquainted with the features of local cuisine and give visitors the opportunity to taste antique food and products.

Food is an integral part of the culture of man and the society in which he lives. The peculiarities of the national cuisine are the ancient roots of the culture of a nation. When one eats or drinks something, one inevitably comes into contact with the culture of a particular nation.

A gastronomic tour is not only a journey as a service, but also a set of activities aimed at tasting dishes that are unique to any other region of the world, consisting of ingredients that are unique and have a unique taste.

Interest in the type of gastronomic tourism is growing from year to year. This interest is growing in the United Kingdom, Italy and Peru, and the number of countries developing gastronomic itineraries is growing every year. This growing interest is creating the basis for the development of other types of tourism. This type of recreation can also be understood as the desire to taste the food you want in its original form after being tempted to eat semi-finished products.

#### **Materials and methods**

In the process of intercultural communication, food and nutrition are a means of understanding others. According to the Russian scientist AI Kozlov, food in society has a symbolic meaning between such concepts as "natural" and "cultural", "human" and "divine", "own" and "other". Sometimes giving up an "acceptable" food can be considered inhumane. In general, cuisine and food are a means of distinguishing "yours" from "other", of defining the boundary between "them" and "ourselves" (Козлов АИ Пища людей. - Фрязино: Век 2, 2005).

When we travel, we usually set ourselves a number of goals, including climbing the Sinai Mountains, visiting the ancient Egyptian and Roman pyramids, visiting the Taj Mahal, or relaxing by the sea. Along with the goals, the important thing is to enjoy the taste of local national dishes that have been preserved for centuries and get acquainted with the culture of their preparation.

The purpose of gastronomic tours is to get acquainted with the features of the cuisine of a country, not to taste a few delicacies or eat a lot of food, but to learn local recipes and customs that have been preserved for centuries. To enjoy the national dishes and get acquainted with the culture of their preparation.

#### **Discussion**

Currently, the development of gastronomic tourism is under the constant control of the World Tourism Organization (WTO) as a "comprehensive description of the positive impact on the national economy, employment and cultural heritage."

The experience of developed countries shows that the links between gastronomy and tourism can help increase the flow of tourists. However, this type of tourism can prolong the journey of visitors.



This information is confirmed by the United Nations World Tourism Organization. According to him, about 80 percent of travelers make travel plans after studying the calendar of gastronomic events and the characteristics of local cuisines. It is also estimated that 30 per cent of the total travel expenses of tourists are spent on meals. Gastrotourism is a key element of local culture and the basis of production, with a focus on improving the tourist offerings of tourist routes on the Great Silk Road and developing the national cuisine<sup>1</sup>.

Gastronomic tourism is especially attractive for gourmets, who are interested in delicious food, which is not only food, but also moments of high spirits. Second, gastronomic travel attracts professionals whose activities are directly related to cooking and eating, such as restaurant managers, tasters, and restaurant critics. These people go on tours to improve their professional skills, knowledge and skills. As a result, these are master classes of the best chefs in the gastronomic tour, where they are happy to share their professional secrets. Finally, in gastronomic tours, representatives of the travel company go on culinary trips to expand their business.

There are two types of tours: rural (known as "green") and urban. The difference is that the tourist traveling to the countryside is focused on tasting environmentally friendly products. For example, the "green" tour offers a collection of wild fruits growing in the forest, a collection of fruits and vegetables growing in the fields, hunting where permitted, and a trip along the wine production routes. City tours include a trip to the confectionery factory or a small sausage shop, a restaurant located next to the shop and the products of the delicatessen.

We are also introduced to the different cuisines of the same region and the fact that the same food is prepared in different countries. This is a very popular type of French and Bulgarian wines that invites tourists to travel around the vineyards, pick grapes and taste the wines.

On cheese tours to the Netherlands, Switzerland and Italy, travelers can taste the best cheeses and visit cheese fairs. In Germany, Austria, the Czech Republic, and Belgium, in addition to the variety of beers, the brewery is also known for its brewery rooms, visits to popular beer bars and festivals (e.g., Oktoberfest). It should be noted that each country has its own gastrotourism potential.

Because each country has its own national cuisine, which is unique in any other country, has been preserved for centuries, has its own unique hospitality and national cuisine. In Japan, for example, tourists use a guide to buy sushi, their national dish, and sushi is prepared in front of tourists by famous chefs. Pasta is a very simple dish that looks beyond the borders of Italy, but on a culinary journey, the tourist gets acquainted with the variety of this dish, its unique taste and the miraculous taste of the pasta prepared by different chefs in the same recipe. and compares it to each other.

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<sup>1</sup> Данилов С. Туризм со вкусом узбекского плова. Т.: 2013



The number of travel agencies in Uzbekistan, which understand the advantages of this area of tourism, is growing. We are of the opinion that "green gastrotourism is developing", because according to the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated October 10, 2012 "On improving the activities of catering and staff training" under the Association of Chefs of Uzbekistan The International Horse Center was established. With this decision, his powers were expanded and strengthened. The document reflects the long-standing traditions and diversity of national dishes that have led to the popularity of Uzbek cuisine abroad. To do this, we need to organize a tasting of our ancient, ecologically clean and refreshing national dishes. This allows us to combine gastronomic tourism with rural tourism through our ancient national cuisine. In fact, in the villages of the provinces, there are only local dishes, the taste and composition of which are not repeated in the villages of other provinces. It is in this sense that such dishes are delicious for both foreign tourists and locals.

On August 6, 2019, the Association of Gastronomic Tourism of Uzbekistan was established. The purpose of the Association is to organize various events in the field of gastronomic tourism, including exhibitions, festivals, forums, seminars, scientific conferences, roundtables, competitions and other events, sponsored by international grants under the association. The history, present and future of Uzbek national cuisine includes the implementation of various projects that serve the development of gastronomic tourism.

In order to prolong the tourist season in Uzbekistan, the association regularly hosts the International Festival of National Cuisine "Delicious Uzbekistan" in November each year, regularly attracts international travel agencies to the festival and organizes regional gastronomic tours throughout Uzbekistan.

In recent years, the number of Uzbek restaurants abroad has been growing. Uzbek cuisine is available in more than 300 restaurants in Moscow alone. The fact that it operates in New York, Berlin, Frankfurt, London, Los Angeles, Dubai, Beijing, Seoul, St. Petersburg, Riga, Istanbul and other major cities testifies to the great interest in our national cuisine.

The inclusion of Uzbek pilaf in the UNESCO World Heritage List and the inclusion of 8 tons of Uzbek palov in the Guinness Book of Records at the 2018 Uzbegin National Values Festival also increased the interest of millions of people in Uzbekistan to travel and eat.

The I International Gastronomic Festival "Gastro Bazar-2019" was held in Tashkent on August 9-11, 2019 in cooperation with the State Committee for Tourism Development and the Tashkent city administration. Along with the famous restaurants, cafes and restaurants of our country, it was attended by foreign chefs.

### **Conclusion**

In recent years, the number of Uzbek restaurants abroad has been growing. Uzbek cuisine is available in more than 300 restaurants in Moscow alone. The fact that it operates in New York, Berlin, Frankfurt, London, Los Angeles, Dubai, Beijing, Seoul, St. Petersburg, Riga, Istanbul and other major cities testifies to the great interest in our national cuisine.



Gastronomic tourism is travel and gastronomic tours to get to know the country through its gastronomy, local cuisine and culinary master classes.

Uzbekistan is the most suitable country for gastronomic tourism. Uzbek national cuisine is undoubtedly one of the most colorful and rich in the East. Some Uzbek dishes have a centuries-old history. A gastronomic tour of Uzbekistan, anywhere in the country, leaves new impressions and impressions.

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