

## Prospective Development of Gastronomic Tourism in the Regions of the Republic of Uzbekistan

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**Abstract:** This article discusses the usage of gourmet tourism in all of Uzbekistan, which is thought to be a novel and significant area of travel, as well as its steady and encouraging growth. In order to increase the number of tourists visiting the gastronomy areas operating in the regions, the author has thoughts about how gastronomic tourism should be developed further in all regions of the republic. Restaurant owners and operators who operate in the regions in this area are provided the necessary guidelines.

**Keywords:** Economy, tourism, Gastronomic Tourism Association of Uzbekistan, gastronomy, gastronomic tourism, tourist, restaurant business, marketing, strategy, export, import.

### Introduction

The tourism industry and its subsectors are particularly significant at this time in history when the economy is growing gradually. Gastronomy is the newest branch of tourism and one of its many sub-branches, and it significantly boosts the nation's tourism potential. Visitors to the nation are constantly interested in the gastronomy network. One sort of sightseeing and educational tourism that was developed towards the end of the 20th century is gastronomic tourism. Many tourism theorists today, including business experts in the field, do not attempt to separate it as a distinct form<sup>1</sup>. The national cuisine, cuisines, customs, and traditions of the country and region where they are organizing a trip are undoubtedly of interest to tourists who go on culinary tours, whether they are local or international tourists. The main objectives of a visitor on a gastro tour are food tasting, learning about food preparation technologies, and getting to know and understanding the customs of the people they are visiting. The ultimate aim of kitchens and restaurants is to leave a lasting impression on visitors regarding food. Restaurants, cafes, and kitchens will need to draw in the necessary, qualified servers and chefs to do this. Keeping the visitor coming back and bringing new clients with them is the objective. Applying the same tactic to international tourists will enable us to convince them to tell their

<sup>1</sup> Аспекты диверсификации гастрономического туризма - Балынин К.А. Сервис в России и за рубежом. Т. 11, No. 1 (71) 2017. Стр 97

friends in their home country that good food is cooked in this region and in this specific restaurant, and that both the food and service are of a professional standard. If it succeeds in achieving this goal, it will act as a cheap kind of marketing for that eatery or kitchen.

The expansion of Uzbekistan's culinary tourism industry is not without its challenges. Due to its variety of dishes, Uzbek cuisine stands out among the cuisines of the Turkic peoples. It merely needs to be used correctly and understood. Restaurants and kitchens shouldn't just work here; they should also have a basic understanding of gastronomy and the service sector. It is important to set up specialized three-month, or if necessary, one-year training courses in technical schools or higher education institutions for those who want to work in the restaurant industry. Raising the standard of gastronomy in the nation after potential workers will be accomplished by applying for or establishing the establishment of a license to work for students who have successfully finished the training course. In addition, facilities must be built so that managers and supervisors of kitchens and restaurants operating in different parts of our nation can develop their abilities during two- or three-month courses. People who own restaurants should be helped by the training or specialized training materials set up in the courses to generate new ideas, remove subconscious obstacles, and further their experience.

The Association of Gastronomic Tourism of Uzbekistan was founded and registered by the Ministry of Justice with certificate No. 887 on July 17, 2019, with the goal of developing gastronomic tourism in our nation. The main objective of this association is to grow, popularize, and promote food tourism in the nation. It also seeks to bring together businesses and individuals who work in the catering and home services industries in order to mobilize their efforts, protect them, and advance their respective industries. Several other jobs, such as increasing the number of tourists visiting Uzbekistan<sup>2</sup>.

The growth of tourism and its branches, the analysis of current issues in tourism and its many branches, and their eradication have received a lot of attention in recent years. For instance, Shavkat Mirziyoyev, president of our republic, stated that it is essential to fully utilize the potential of pilgrimage tourism in our nation on September 19, 2022, during the video selector meeting on "Measures to further develop the potential of domestic and foreign tourism." ordered the local budget to receive 40 billion soums from the Ministry of Finance for infrastructure improvements. The head of state also gave instructions to fully utilize the capabilities of the nation's more than 1,200 pilgrimage sites and to develop a plan to draw at least one million tourists annually. The President stated that taking into account the sect, sect, religion, and approach of the visitors visiting our nation, it is impossible to provide them with food and outfit hotels and places of worship without using scientific methods. He noted that among the aforementioned, there aren't many professionals and guides who can give comprehensive information about holy sites, saints, and pirs<sup>3</sup>.

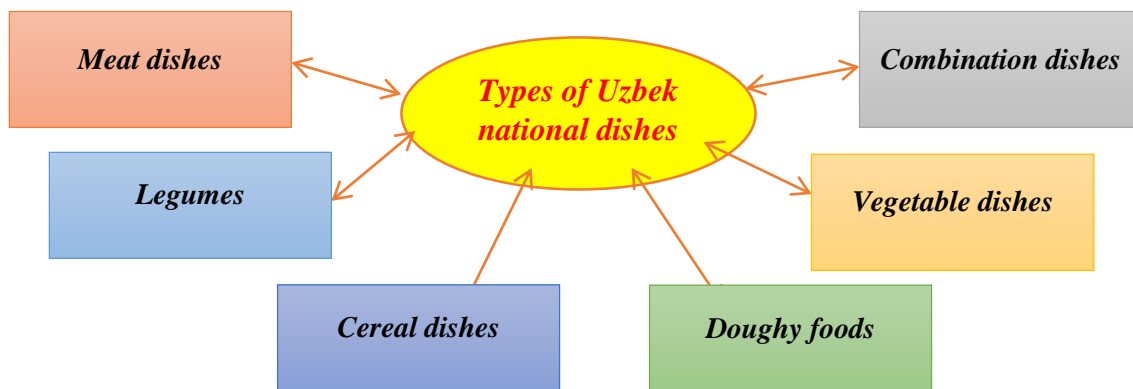
The development of experienced and qualified professionals in each area is vital to address the issues raised by the President. Restaurants and kitchens know which country and region the tourists are from, what religion they practice in the country and region where they live, what is and is not permissible to eat according to their religion, and they offer the dishes that are listed on the menu. They also take into account a number of other significant and minor factors, scientifically develop individual

<sup>2</sup> Gastrotourism.uz

<sup>3</sup> <https://kun.uz/uz/98633124>

restaurant strategies, and take into account their preferences for spicy or sweet food, meat or meat-free food, and so on. Depending on the number of tourists visiting, the kitchens and restaurants in our regions may employ professional chefs to organize demonstrations and small theaters related to the preparation of intriguing dishes, establish settings for tasting all dishes, and serve a combination of local dishes and dishes to the tables where the tourists are seated in addition to their orders. and its use in national cuisine as a bonus may help our nation's potential for gastronomic tourism to flourish to some extent.

Foreign visitors have consistently acknowledged the Uzbek national cuisine's specialties. Uzbek national food is always eaten with great attention by tourists that visit the country. Along with travelers who take culinary tours, renowned chefs from around the world constantly show a lot of interest in the methods used to create the foods made in our country's kitchen. Professional chefs often notice the different types of foods that are created in the various regions of our republic and their unique characteristics. These chefs are continuously researching the national cuisines of other countries. The following diagram can be used to conditionally determine the meals of Uzbek national cuisine:



Based on the above drawing, we will make the following table on the types of Uzbek national dishes:

Meat dishes	Qazi, grilled meat, kebab, chicken, fish, jiz-biz, halisa.
Legumes	Mashkhorda, goja, beans.
Cereal dishes	Rice dishes, wheat, corn, barley, peas, buckwheat
Doughy foods	Kaish, bepiri, thin, chakalak, bread, patir.
Vegetable dishes	Roasted Cauliflower, Potato Fries, etc.
Combination dishes	Dolma, barak, egg barak, somsa, soup, shirguruch, dimlama, etc.

We first concentrated primarily on recipes made solely using beef components in this table. Because beans are also a leguminous plant and are primarily used to make sauces for dishes of our national cuisine, we have included mosh and goja meals in our section of leguminous foods. When preparing foods that are always regarded as the beauty of our tables, we frequently employ boiled maize, buckwheat, and chickpea dishes. For instance, on the eve of the Nowruz celebration, we always prepare a dish with wheat and sumac. The fact that sumalak is also regarded as our national dish has

drawn the interest of several tourists who have visited our nation on food tours. Our patir and kaish are two of our most traditional and beloved dishes. Regarding bread, we always eat it in our daily lives. Syob and galaosia breads are highly regarded by both foreign and local tourists in Samarkand. The national cuisine of Uzbekistan features a variety of vegetable dishes, which we might classify as diet foods. Combination foods can be identified by the ingredients they are prepared with—meat, vegetables, flatbread, and legumes. In this instance, we'll use an illustration of soup to demonstrate the most well-known food in our kitchen. Rice, pork, and carrots are some of the additional ingredients used to produce the dish. As an illustration, consider the cuisine called Dimla, which combines various meat and vegetable ingredients. After sampling our national cuisine, it is only natural for visitors from other countries to observe that Uzbekistan is an excellent destination for food tours.

We can demonstrate that each region in our republic has its own traditional foods as evidence that there are chances for extensive gastro tours in every location. For instance, foods from Tashkent like norin, dimlama, and dolma Jiz-bizi, Surkhandarya's tandir go'sht, Jizzakh's somsa, umakai jizi with tandoori meat with Kashkadarya, Bukhara has olot somsa, Khorezm has tuxumbarag, It is no secret that Samarkand, with its bread and soup, has been able to draw tourists from other countries, just as our valley regions have done with their almshouses, pomegranate groves, and pea soup. The foods in Uzbek cuisine are plentiful. Tours to orchards in our nation must be planned for tourists. Because it is important to tell tourists about the types of fruits and vegetables that are grown in our nation, to raise their awareness of it, to learn who among them is involved in the export-import of fruits and vegetables, and/or to pique their interest in doing so. can be Knowing what kinds of fruits and vegetables are cultivated in certain areas and what goods are made from those fruits and vegetables is undoubtedly intriguing for tourists. Therefore, it is crucial to bring tourists to these gardens so they can witness for themselves how the harvesting process will be carried out, and if required, to take into account their interest, to personally participate in the harvesting process. it is necessary to give thousands. It is important to remember that this could potentially act as a food advertisement. For instance, visitors to Mexico are encouraged to visit coffee plantations, visitors to China and India are interested in seeing tea plantations because they routinely drink tea, and practically any visitors to Saudi Arabia do not go to palm groves. The traveler's preferences will determine where to go and what to try. The goal of gastronomic tourism is to make sure that visitors become familiar with the nation and its culture through the lens of regional foods<sup>4</sup>. We also get the chance to provide excursions for tourists through vineyards, orchards, pomegranate orchards, cheese factories, wineries, and other businesses that produce grape-based beverages. This is yet another crucial facet of gastronomy. We must take full advantage of the potential to conduct such trips throughout the entirety of our nation. To take advantage of this chance, private tour operators should visit the hotels where visitors frequently stay, let them know about the services offered, and invite them to arrange these excursions if they so like.

<sup>4</sup> Гастрономический туризм как популярное направление в туристической индустрии В. Д. Иванов/ Physical Culture. Sport. Tourism. Motor Recreation. 2018. Vol. 3, no. 2/ 105 ст.

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