

Opportunities for the Development of Gastronomic Tourism in Uzbekistan: (in the Case of Samarkand Region)

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Abstract: The basics and origins of gastronomic tourism are covered in the article history of emergence, importance in the development of gastronomic tourism in Uzbekistan, importance of gastronomic tourism in Uzbekistan, presentation of Uzbek national dishes as national brand at international exhibitions, festivals, cultural events and holidays, and attraction of tourists issues are covered.

Key words: Gastronomic tourism, national cuisine, gastronomic street, local cuisine, tourist.

Currently, the development of gastronomic tourism as a positive influence on the national economy, employment and cultural heritage is under the constant supervision of the World Tourism Organization (UNWTO). According to the information presented by the experts of the World Tourism Organization (UNWTO), "30% of the expenses in the field of tourism are gastronomic tourism, and gastronomic tourism is the main element of local culture and the basis of production. In this, the main focus is on the development of tourist offers of tourist destinations on the Great Silk Road. Along with goals such as ancient Roman and Egyptian shrines, climbing Mount Everest, or relaxing by the sea, the main thing is to taste 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 characteristics of the cuisine of this or that country. will consist of enjoying national dishes and getting to know the culture of their preparation. Gastronomic travel, in which the traveler interprets the concept of this or that country, learns about the psyche of the people of this country and gets information about its mentality through national food. Thus, Gastronomic tourism is travel across countries and continents, the purpose of which is to get acquainted with the local cuisine and to give tourists the opportunity to taste antique food and products.

Gastronomy as a tourist service is not only traveling, but also includes a set of activities aimed at tasting dishes of a certain nature, composed of ingredients that cannot be repeated anywhere else in the world and have a unique taste. Interest in gastronomic tourism is increasing year by year. This interest is more popular in Great Britain, Italy, and Peru, and the number of countries that have developed gastro-tourist routes is increasing year by year. First of all, gastronomic tourism is attractive for gourmets, that is, lovers of delicious food. Secondly, gastronomic tours attract professionals whose work is directly related to food preparation and consumption, in particular, people such as restaurant managers, tasters, restaurant critics. These people consider themselves professional. they go to gastro-tourists in order to improve their skills, knowledge and direct their skills to skillful management. Therefore, in gastronomic tours, there are master classes with the most skilled chefs and chefs, in which they willingly share their professional skills. Finally, in gastronomic tours, representatives of tourist companies go on culinary tours in order to expand their business. . Today, the following representatives of the population make up gastronomic tourists:

GASTRO TOURISTS

1. Masters of different from the usual tourism.
2. Those who want to change their diet.

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3. Gourmets (delicious food lovers).
4. Work related to food preparation and consumption.
5. Representatives of tourist companies who organized their own gastro tour

The traditions, historical traditions and unique features of each nation are reflected in cooking. This uniqueness is the reason for the creation of wonderful and diverse dishes in national cuisines. All our dishes are delicious and tasty. The variety of agricultural products grown in our sunny country is of great importance in raising the level of prosperity. One of the factors that fully shows the unique features of our cuisine is the variety of our dishes. Fat, milk and solids are consumed more, and in the regions where agriculture is developed, vegetable and grain-legume foods take the main place. It is natural that the dishes of different nationalities and peoples living in the same region are similar to each other. For example, if we look at Uzbek cuisine, we will see Russian, Tajik, Ukrainian, Caucasian, Uyghur and other national dishes. For example, our pilaf is our liquid food and our dough dishes decorate the table of our brother nations. Uzbek cuisine is distinguished by its variety, therefore Uzbek pilaf is respected everywhere. Only in our country, pilaf there are several types. Samarkand pilaf, Jizzakh pilaf, Khorezm pilaf are different from each other. For example, the taste of Samarkand pilaf is different and the taste of Jizzakh pilaf is different. Gastronomy is another reason to love Uzbekistan. When you come to our country, you can refuse any excursion, but you can never refuse food. Especially, the air of this place is saturated with the aroma of delicious food from the airport. Gastronomy tourism is one of the types of tourism that is developing in Uzbekistan today. A gastronomic tour of Uzbekistan will leave you with unforgettable taste impressions throughout the year, and you will want to repeat it even at home.

7 facts about Uzbek cuisine

1. The tastiest bread is in Uzbekistan
2. Most Uzbek dishes are cooked on an open fire (oven).
3. In Uzbekistan, it is customary to eat fatty and high-calorie foods.
4. After a meal, Uzbeks drink hot tea.
5. Uzbeks eat mutton, beef and horse meat (horse meat sausage - gazi).
6. In Uzbekistan, guests are greeted with fragrant tea and broken bread, followed by delicious pilaf.
7. Special tea ceremony (according to tradition, in the "Uzbek tea" ceremony, tea is returned from the cup to the teapot three times in front of the guest, and the fourth is handed to the guest). The traditions of drinking tea in different regions of Uzbekistan are different. may be different. Uzbek cuisine is probably one of the most diverse and colorful dishes in the world. If it is the most delicious pilaf in the world, lamb cooked on coals and tandoor-kebab, spicy lagaman or Anyone who wants to enjoy the hot somsa that melts in the ice can visit Uzbekistan.

There are several traditional dishes prepared in Uzbekistan. Uzbek bread - bread, patir, shirmoy bread, talama. Dough dishes - somsa, mant, khanim, chuchvara, norin, fried lagman. Rice dishes - pilaf, shovla, moshkichir, mastava, hasip, moshkhorda. Pastries and sweets - fresh and dried fruits, sumalak, halwa, halwatir, nisholda, chak-chak, bohrsoq, baklava, pashmak. Drinks - tea, beer, juice, buttermilk, yogurt.

Development of gastronomic tourism in Samarkand region: in 2019, the concept of developing the tourism sector of the Republic of Uzbekistan in 2019-2025 was adopted. In it, the development of the tourism sector occupies an important place in the country's economy, therefore it is important to increase the efficiency and potential of the tourism sector, the production of tourism types, the improvement of the service sector and the development of the tourism industry play an important role. The city of Samarkand plays an important role in the development of tourism. In order to further increase the potential of tourism in Samarkand region, a special area for the development of gastronomic tourism has been established on Orzu Mahmudov street of Samarkand city. At present,



dishes from about 30 countries of the world are prepared here. In particular, restaurants specializing in cooking dishes from France, Italy, USA, Great Britain, Japan, as well as Uyghur cuisine have been opened in the region. It will attract residents and tourists even with its preparation." Now our gastronomic street has started its full operation. The first stage of the construction of this area located on Orzu Mahmudov Street has been completed. The main attention was paid to various kitchens and dining facilities. These structures are located on both sides of the street. Business entities were attracted there. In addition, open-air pavilions were built. In the second stage of the Gastronomic Street project, special attention is being paid to increasing the attractiveness of the area. For example, the placement of thematic details We have started. Placement of statues in the area, installation of special food menus with prices is very well developed. Work on the lighting of the external facade is also ongoing. When the second stage is completed, weekly events will be organized there for our residents and tourists. During the week, our theaters can participate with their repertoires. We aim to attract our citizens and tourists to the street with such thematic events," said the director of the department. It is reported that the length of the street is 850 meters. About 200 jobs have been created in the area.

Tourism is usually considered as an element that helps the economic growth and development of countries and regions. Based on this, gastronomy tourism is one of the most important types of tourism. Every tourist who wants to make changes to his menu turns to gastronomic tourism. Based on this, each country pays great attention to this type of tourism. In order to develop gastronomy tourism in Uzbekistan, a gastronomic street has started its activity in the Samarkand region. It is worth saying that the gastronomic street opened in Samarkand is effective for the economy of Uzbekistan.

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