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Opportunities to Develop Gastronomic Tourism

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Abstract: the article mainly provides information about the development opportunities of gastronomic tourism, which is a new direction of tourism for Uzbekistan. Because in recent years, the attention to gastronomic tourism is developing very much. Gastronomic tours are organized especially in many regions of Uzbekistan. Many visitors pay attention to the country's gastronomy.

Therefore, this article provides information about its development opportunities

Key words: gastronomy, types of tourism, foods, culture, local cuisine, infrastructure, history of foods.

INTRODUCTION

One of the more recent and emerging forms of tourism in Uzbekistan is gastronomic tourism, the main objective of which is to introduce visitors to the local cuisine and traditional cuisine while they are travelling there. In gastronomic tourism, the traveler first becomes familiar with local specialties that are regarded as integral to the culture of the country they are visiting. They also learn about the cooking techniques, serving styles, eating habits, and positions, as well as the history, politics, economy, and religious beliefs of the local populace.

The goal of gastronomic tours is to become familiar with the features of a particular country's cuisine, not to taste a few outstanding dishes or consume a lot of food, but to include local recipes and traditions that have been passed down for years. It consist of tasting the collected national foods and learning about the culture behind their creation.

Gastronomic travel entails the traveler learning about the psyche of the inhabitants of a country and learning about its mentality through national food, in addition to explaining the notion of that country. Thus, gastronomic tourism is travel across countries and continents with the goal of becoming acquainted with local food and providing visitors with the opportunity to sample it.

A gastronomy tour is more than just travel as a service; it also includes a series of activities targeted at tasting cuisine from a certain location, made up of ingredients that cannot be found anywhere else in the world and have a distinct flavor.

Gastronomic tourism is becoming increasingly popular. This interest is growing in popularity in the France, Holland, and Italy, and the number of countries building gastro-tourist routes is growing year by year. The rise in such interest lays the groundwork for the growth of other sorts of tourism. After being happy with the consumption of semi-finished products, this type of people's recreation can be described as a desire to taste the food they want in its original form [1].

The goal of culinary tourism is to educate and inspire food and wine enthusiasts by allowing enthusiastic tourists to explore places and learn about local food trends, cooking methods, and the history of foods, dishes, and drinks. Through food and drink, tourists can immerse themselves in the cultures of countries all over the world. Culinary tours can include a variety of activities such as food preparation, sampling, learning about culinary trends, winemaking, and baking.

Culinary tourism encompasses, in addition to restaurant weeks in various cities, dinner events, and cooking competitions, visits to vineyards and breweries, restaurant tours and visits to the food sector, conferences, and other activities in which experts engage, culinarians and cookbook authors, as well as ethnic food product tastings [2].

LITERATURE REVIEW

A culinary tour is a carefully curated gourmet vacation programme that includes tasting foods and drinks, learning about the technology and method of their preparation, and receiving training from experienced chefs. The tour may contain all of the aforementioned elements, many activities, or one specific portion of the gourmet tour, depending on the aim of the trip. In recent years, gastronomic tours have frequently included visits to various culinary festivals, holidays, and fairs. The gastronomy brand is a powerful "attractor" for travelers. Attractive culinary imagery are related with incredibly pleasant experiences, making them easy to recall and frequently prompting you to return to a specific place. National cuisine is a good approach to learn about the local culture because it represents the character and mentality of the people who live there. Gastronomy encompasses all of the traditional qualities connected with new tourist trends, such as respect for culture and customs, a healthy lifestyle, and new experiences [2].

Gastronomic tourism is a journey to get acquainted with the peculiarities of the national cuisine of the country, the production and preparation of products and dishes. This is a new type of tourism with great prospects for development. It is known that the culinary traditions of a country can say a lot about the temperament, culture and lifestyle of its people. Traveling along gastronomic routes and tasting the masterpieces of national cuisine, you can discover the world from the other side. Food can tell as much about a people as works of art and architecture. If famous works are the authorship of one person, then cuisine is the work of a whole people. A modern tourist, going on vacation, begins to catch himself wanting to try something new. This is what encourages the development of new forms of tourism [3].

A gastronomy tour as a service is more than just a trip; it is a well-planned set of activities for tasting traditional local meals as well as unique ingredients available nowhere else in the world. Gastronomic excursions are typically 6-8 days long.

Furthermore, the tour might include not only visits to the top restaurants, but also cooking technology classes, a traditional holiday with a cultural programme, excursions to businesses, and visits to culinary and wine courses. To plan a culinary tour, one must first establish clear goals and objectives, as well as assess the territory's resources and capabilities. This will alter the developed tour's concept, display objects, and form. For starters, the supplied territory contains food raw materials for the gastronomy tour, which piques the interest of organizers and tourists. Second, the processing of this raw material, i.e., the technologies utilized in firms for the manufacturing of the final product, can draw the attention of tourists. Third, a tasting of the finished product is required, which is one of the most popular types of

work with tourists. Fourth, a point of sale for the purchase of this product for personal use and as a souvenir is desirable [4].

Gastronomic travel entails not just sampling local cuisine but also being intimately acquainted with cooking techniques. Some professional gastronomic market participants see the purchase of a culinary tour as an opportunity to enhance their skills and receive professional training. Various types of master classes, excursion practice, and so on are becoming more popular within the framework of such tours. A gastronomy trip should be viewed as a form of recreation, with the focus on tasting drinks and dishes and learning how to cook. At the same time, it allows you to get closer to the locals and understand their culture and mentality [5].

RESULTS AND DISCUSSIONS

Gastronomic tourism is primarily appealing to gourmets, or lovers of that country's exquisite food, for whom a traditional meal is not just a delight, but also a time that lifts one's spirits. Second, culinary excursions attract people whose jobs are directly tied to food preparation and dining, such as restaurant managers, tasters, and critics. These folks go on trips to develop their professional abilities, knowledge, and ability to handle their skills. Based on this, master classes are held with the most competent chefs in this gourmet industry, who are willing to share their professional secrets. Finally, in gastronomic tours, representatives of tourism businesses go on culinary tours to expand their business.

Gastro tours are classified into two types: rural (sometimes known as "green") and urban. The unusual difference is that tourists visiting the countryside are encouraged to sample environmentally friendly items. For example, it offers to collect wild fruits growing in forests, to harvest fruits and vegetables growing in fields, to hunt in approved areas, and to travel along wine production routes in "green" species. A trip to a confectionary factory or a small sausage shop, a café located adjacent to the shop, and an introduction to the products of the local food shop are all included in city excursions [1].

More and more tourists are choosing this specific route due to contemporary realities and trends in the growth of culinary tourism. The motivation is straightforward: they want to expand their menu and learn something by learning what other people eat. Who knows, perhaps after attending a few festivals, you will become so engrossed in the cooking that you will gain a reputation as a notorious host or a host who is often asking for more?

Which nations have developed culinary tourism on a global scale? Although you may encounter its effects anywhere in the world, it is still advised to take into account places like:

Italy is known for its culinary tourism; you can visit Tuscany to sample fish, branded bread, young bull meat, and olive oil. By the way, it does not hurt to spend a few days in Piedmont and sample the region's truffles, cheeses, and wines;

France is undoubtedly the world's culinary leader and a trendsetter, and it is home to renowned culinary schools. Once in Provence, "in the kitchen of the sun," you will be able to avoid several Michelin, restaurants since you will be familiar with the flavor of fish,

Visiting stores to purchase delectable goods is the first step in **Belarus'** culinary tourism. The jackdaw fish appetiser, kinduk sausage, smazenka pizza, and potato specialties should all be tried here. In addition, make sure to stock up on drinks, as local sodas, fruit drinks, and juices are significantly nicer than those found in Russia thanks to excise stamps;

Spain: It is preferable to travel to Catalonia, where celebrations and fairs take place. A number of sauces, including fricasdo, rabbit in snails, chicken with chocolate, fish with almonds, and others, are deserving of praise. Pastes also frequently occur here;

Georgian wines for the palate one of the biggest draws of Georgia is its tourist industry. Upon arrival in Tbilisi, enjoy wine, BBQ, satsivi, chakhokhbili, cheeses, and sweets with nuts in addition to these foods;

Be sure to purchase a cheese plate with Gouda and Maasdam and sample mould cheese with truffles, garlic, and cumin when on vacation in **Holland**, where visitors are thrilled with beer, wine, and cheese of various sorts;

Do not be surprised if you gain 2, or even all 5 kg, following a trip to **Armenia** because the country has a varied array of meat-heavy foods. Try the Sevan crayfish, the barbecue, the beef leg khash, the dolma with grape leaves, and the delicious walnut sujuk with grapes;

Morocco: Moroccan cuisine includes couscous, meat- or fish-based tajine, and locally produced tea that is well known worldwide;

Kazakhstan - Gastronomic travel to Kazakhstan include sampling local cuisine. Try the beshbarmak beef, the kuyrdak roast lamb, the shubat and koumiss fermented milk products, and the stewed balkaimak [33].

You can organize a culinary trip on your own if you do not want to overpay for a travel agency's services. To accomplish this, you must: pick the best route to go. Because it is right way to organize best culinary trip

research the value of local food production on the Internet, determine which of them are open to guests, and, if necessary, contact the management to schedule a tour;

examine restaurant reviews before selecting where you'll eat;

rent a car if the facilities for food preparation and catering are outside the city;

see what seminars and outings are scheduled nearby, and reserve seats in advance

confirm that there is enough room in your luggage for bottles of wine, heads of cheese, and other gastronomic purchases made during the trip;

purchase plane tickets, get your passport ready, and wait patiently for the scheduled departure date.

1-drawing. Planning Culinary trip¹

Opportunities of improving gastronomy tour in Uzbekistan. Types of gastronomic tours there are the following types of gastronomic tours:

¹ <https://www.biletik.aero/handbook/blog/gastronomicheskij-turizm-likbez-dlya-nachinayushchikh/>

Restaurant. They advise dining at well-known establishments that stand out for the high caliber and regional focus of their cuisine.

Rural. Tourists can participate in the harvesting process in vineyards, orchards, and berry plantations, learn about the technology used to prepare agricultural products, and sample local cuisine.

Educational. They provide master seminars, training in specialized educational facilities with a culinary focus, and familiarity with food production technologies.

Event. They entail taking part in social and cultural activities with a culinary emphasis.

Ecological. They welcome you to take master lessons in cooking organic meals, sample eco-products, and learn about the technology used to produce organic goods.

Specialized. Learn how to cook the same cuisine in several locations using different technologies. Cheese, beer, wine, and other tours are a few examples.

Combined. Combine a few of the aforementioned

What is contained in a culinary tour? Visits to local food producers (cheese factories, breweries, wineries, sausage shops) are also included in a gastronomic tour. Other activities might include meeting famous figures in the field of gastronomy, attending lectures and master classes on the subject, taking part in professional competitions for cooks, confectioners, brewers, and winemakers, and going to festivals and exhibitions.

As you can see, a gastro tour entails more than simply sampling local cuisine. Nobody will be bored during such a tour [34].

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