

GASTRONOMIC TOURISM: THEORETICAL AND METHODOLOGICAL FOUNDATIONS**Uzoqova Ra'noxon Bakhrom qizi**

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Annotation: this article analyzes the theoretical and methodological foundations of gastronomic tourism, first tourism and later, gastronomic tourism. In addition, the concept of gastronomic tourism, its place in the field of Tourism and its importance in the promotion of national cultures and traditions are highlighted. Also, the issues of development factors and history of gastronomic tourism, the needs of tourists and the effective use of territorial gastronomic resources are considered. Methods of comparison, observation and generalization are used during the analysis. As a result, conclusions will be drawn about increasing the economic potential of the regions through the development of gastronomic tourism, promoting national cuisine internationally, and strengthening tourist attraction. It is also covered in detail about gastronomic methodological techniques and results.

Keywords: gastronomic tourism, culinary tourism, national cuisine, tourist destination, cultural tourism, local cuisines.

GASTRONOMIK TURIZM: NAZARIY VA METODOLOGIK ASOSLARI

Annotatsiya: Mazkur maqolada, avvalo turizm va keyinchalik, gastronomik turizmning nazariy va metodologik asoslari tahlil qilinadi. Bundan tashqari, gastronomik turizm tushunchasi, uning turizm sohasidagi o'rni hamda milliy madaniyat va an'analarni targ'ib etishdagi ahamiyati yoritilgan. Shuningdek, gastronomik turizmning rivojlanish omillari va tarixi, turistlar ehtiyojlari va hududiy gastronomik resurslardan samarali foydalanish masalalari ko'rib chiqilgan. Tahlil davomida o'zaro taqqoslash, kuzatish va umumlashtirish metodlardan foydalaniladi. Natijada, gastronomik turizmni rivojlanish orqali hududlarning iqtisodiy salohiyatini oshirish, milliy taomlarni xalqaro miqyosida targ'ib qilish hamda turistik jozibadorlik kuchaytirish bo'yicha xulosalar beriladi. Shuningdek, gastronomik metodologik uslublar va natijalar haqida ham atroflicha yoritiladi.

Kalit so'zlar: gastronomik turizm, kulinar turizm, milliy taomlar, turistik destinatsiya, madaniy turizm, mahalliy oshxonalar,

Аннотация: В данной статье будут проанализированы теоретические и методологические основы сначала туризма, а затем гастрономического туризма. Кроме того, освещается концепция гастрономического туризма, его роль в сфере туризма, а также его значение в продвижении национальной культуры и традиций. Рассмотрены также факторы развития и история гастрономического туризма, потребности туристов и вопросы эффективного использования территориальных гастрономических ресурсов. В ходе анализа используются методы взаимного сравнения, наблюдения и обобщения. В результате будут

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сделаны выводы о повышении экономического потенциала регионов за счет развития гастрономического туризма, продвижения национальных блюд на международном уровне, а также об усилении туристической привлекательности. Также подробно рассказывается о гастрономических методах и результатах.

Ключевые слова: гастрономический туризм, кулинарный туризм, национальная кухня, туристическое направление, культурный туризм, местная кухня

Introduction

In the context of global globalization, tourism has become one of the important social, economic and cultural factors. The total volume of income in this part of the economy is trillions of dollars. Especially every year more than a million people travel around the world. So tourism is not only, as a type of trade services, but, today, the sustainable development of tourism markets provides an opportunity to create new working places and develop networks that are related to it. Therefore, tourism will no longer be an exaggeration to say one of the new and developing areas. Especially since ancient times, there was a tourism industry and how to call it, and people went on a trip or trip on a duty or work mission. It's just that at that time, people created an impetus for the formation of the tourism industry through other industries. Currently, the term tourism has been variously defined.

For example, tourism is one of the active types of travel that is carried out for the purpose of acquaintance with different regions, new countries and is associated with sports or other types in a number of countries. Also, about tourism, our country President Shavkat Mirziyoyev said: „Tourism is one of the most important sectors of the economy. Further improvement of this network is necessary, effectively taking advantage of the available capabilities. This is dictated by the era itself.”[1] Also, it is precisely, according to the purpose of tourism, that is, it is divided into several types. For example, cultural-historical tourism, ecotourism, agrotourism, medical tourism, pilgrimage tourism, sports tourism, adventure tourism, gastronomic tourism, etc. It is also divided into several types according to its location as well as its organization.

Initially, I would like to dwell on the concept of gastronomic tourism. Gastronomic tourism is a type of travel that travelers carry out with the aim of studying the national food culture, traditional dishes, eating customs and food production processes of a particular area. The concept is also referred to in various sources as „food tourism”, „culinary tourism”, „gastrotourism” and „ethnogastronomical tourism”.

Also, gastronomic tourism is one of the most dynamically developing areas of the modern tourism industry. According to the World Tourism Organization (UNWTO), more than 30% of tourists define nutrition and national food tasting as their main goals on their travels.[2] this number is increasing from year to year, because a modern tourist wants not only to visit the sights, but also to feel the culture of his destination country through dishes.

At the same time, the theoretical foundations of gastronomic tourism began to take shape at the end of the 20th century. In Eric Wolf's 1994 book „Food Tourism Around the world, for the first time, the route was scientifically based as a separate type of Tourism, assessing its international importance. Later in 2003, the World Tourism Organization recognized gastronomic tourism as a separate category, emphasizing the need to conduct special research in this area.[3]

Historically, people have always sought to taste local dishes on their travels. Travelers of the ancient Roman period were especially interested in local cuisine. In the Middle Ages, merchants of the Silk Road exchanged the culinary traditions of different countries. But modern gastronomic tourism began to take shape in the industrial form in the 80s of the 20th century-with the establishment of the Mishlen star Institute in France, the quality of food began to be the main

reason for tourism trips. In particular, from time immemorial, people migrated to different regions through trade routes in search of new products, which led to the exchange of food cultures.

Today, gastronomic tourism is globally estimated at 150 billion annually. Generates revenues in excess of US dollars.[4] France, Italy, Spain, Thailand and Japan are the most popular destinations in the world in terms of gastronomic tourism, these countries have made their culinary heritage a strong tourist brand, and gastronomic tourism in essence allows us to understand and evaluate the cultural heritage of the country through its own,, taste”.

Central Asia, on the other hand, stands out in this area as a region that has not yet fully realized its great potential. However, now, as a result of the development of Tourism, dishes from countries in Central Asia from the hearts of tourists occupy a special place. Along with this, tourists interested in the historical past of our country are now interested in gastronomic tourism, in addition to other areas in our country, and are traveling on gastronomic orientation. In fact, gastronomic travel – in this case, the traveler, while interpreting the concept of this or that country, learns the folk psyche of that country through national food and receives information about its mentality. Therefore, the gastronomic tour, as a service, is not only a traveling one, but also part of a set of activities aimed at tasting the dishes that are encountered only in a certain area, composed of parables that cannot be repeated anywhere else in the world and have a unique taste.

Gastronomic tourism is primarily attractive to gourmets, that is, those who want a delicious dish, which is considered to be not only edible, but also uplifting moments. Later, gastronomic tours seduce people of professions whose work activities are directly related to cooking and cooking, including restaurant managers, tasters (tasters), restaurant critics, among others. These people go on tour with the aim of improving their professional skills, knowledge and with the aim of skillfully managing their skills. Today, representatives of the lower population layer make up gastronomic tourists. Gastrotourists:

- ✓ Those who want to go beyond the usual tourism
- ✓ Those who want to make changes to their diet
- ✓ Gurmans appetizers
- ✓ Work activity those related to the preparation of the dish and its consumption
- ✓ Representatives of tourist enterprises interested in organizing their own private tour.[5]

Gastrotourians are mainly divided into two types: rural („known as” green”) and urban gastrotourians. The peculiarity of this is that a tourist who is going on a trip to a rural area is guided to taste an environmentally friendly product. In place of the specimen, „offers a tour of wild fruits growing in green” type forests, picking fruits and vegetables growing in fields, hunting and winemaking routes where allowed. In particular, we feel the mahslot grown here with our own eyes and with our hands.

And in the city, gastrotours are introduced to the conditer factory or to the products of a small sausage shop, a restaurant located under the same shop, and a delicately prepared food shop in shun Earth. The gastrotour in the city is the reason for the creation of a very new type and different recipes compared to those in the countryside. But, all products are made from fruits and vegetables, which are taken from the village. Not all produce is easy to grow in the city, and the land is occupied with building and new residential areas instead of squares. For this reason, products in the village come out, and it is sold in the city. In the scientific literature, gastronomic tourism is classified on the basis of various criteria. According to the purpose of the trip, the following types are distinguished:

Culinary tours-in this type of travel, participants take special culinary courses, cooking masterclasses and culinary festivals. Tourists also visit local cuisines, markets, and restaurants to

get acquainted with region-specific dishes. The tour is often organized in the form of guided tours within the city. Participants, on the other hand, learn how to prepare different dishes at several stopping points. This direction is becoming especially popular among young people and professionals.

Cooking classes and masterclasses – travelers learn how to cook national dishes from local chefs. For example, practical training in the preparation of pasta and pizza in Italy, somsa and pilaf in Central Asia is widely offered as a separate tourist product.[6] as well as restaurant tourism — special tours for famous cuisines, restaurants awarded with Mishlen asterisks or specific dishes. Travelers on this route have a clear destination and plan to go and see a particular restaurant or chef.

Farm and agricultural tourism-trips to local farmers' farms, gardens, vineyards and wineries. This type of tourism allows you to see and taste the food production process directly. Visitors in particular go to farms to see how products are grown, participate in harvesting, and taste fresh, natural foods. Or those interested in wine and drinks, while organized trips to areas where tea, beer, wine, juice or national drinks are produced have also become part of gastronomic tourism.

Trips to markets and fairs — tours of local markets, food fairs and bazaars. In the context of Central Asia, this direction is of particular importance, since the markets of the region concentrate in itself not only trade, but also a rich cultural and gastronomic heritage. That is, through food or the national market, the psyche of each nation and people is revealed. Each area will be full of products related to the history of development. Exactly, above, as I said, the regions that went through the taste, as they say, remain in the memory of tourists.

Culinary history study tours are expeditions aimed at studying the history, recipes and cultural significance of specific dishes. This direction is important for academic and ethnographic researchers. Food gives a person such a special mood as life. In particular, everything in the world has its own history of creation, as well as its origin. Not only tourists, but also a person is created, curious and accustomed. Taking an interest in everything, grabbing it and making it feel, presents some special moment.

Methodology

Initially, gastronomic tourism resources are understood as a complex of food culture, traditional dishes, local ingredients, culinary traditions and associated infrastructure of a particular area or country. These resources are divided into several main groups. These are natural resources, cultural-historical resources and infrastructure resources. In particular, natural resources form the primary basis of gastronomic tourism. They include agricultural products grown in local climates, rare flora and fauna, Mountain Springs and mineral waters, Marine and darwas, and marine and river products. For example, the fertile soil of the Fergana Valley creates unique conditions for the cultivation of apricots, grapes, pomegranates and other fruits. This determines the gastronomic identification of the region.

At the same time, cultural and historical resources deepen the content and essence of gastronomic tourism. These include recipes for national dishes, culinary traditions, crafts (making pottery, copper objects), which have been formed over the centuries. Also, the presence of more than 50 types of soup in Uzbek cuisine, regional characteristics of such a dish as somsa, manti, Laghman are an example of such cultural wealth.

Infrastructure resources include a material base that forms the gastronomic experience of tourists. The base is home to a national chain of cuisines and restaurants, farmers' markets, food production businesses, culinary schools and courses, gastronomic museums and exhibitions. At the same time, the assessment of gastronomic tourism resources is a complex multidimensional process, in which a number of methodological approaches are used.

The degree of authenticity is how well local dishes fit into traditional recipes and cooking technologies. This criterion is considered the most important in gastronomic tourism, since tourists mainly want to taste real, traditional dishes.[7]

The indicator of diversity is the assortment of dishes offered in the territory, their geographical and cultural origin. Regions with multicomponent, diverse culinary traditions are considered more attractive for gastronomic tourism.

Infrastructure readiness-quality and number of culinary institutions, level of Tourism Services, Certification System. This criterion shows how comfortable conditions tourists can get gastronomic experience in the territory.

Cultural context is the connection of food with local culture, history and art. Regions where dishes are considered not only as a means of abdominal satiety, but also as a means of cultural communication will have a higher gastronomic tourist value.

The expert assessment method sums up the opinions of local culinary experts, representatives of national cuisine, researchers in the field of Tourism and international gastro-critics. This method more accurately assesses the authenticity and cultural value of resources.

Results

In modern research, gastronomic tourism is being considered within the framework of the concept of sustainable tourism. Within the BM's Sustainable Development Goals (BRM), gastronomic tourism contributes to goals such as simultaneous economic growth (BRM 8), creation of decent working conditions (BRM 8), modernization of Agriculture (BRM 2) and preservation of local cultural heritage (BRM 11).[8]

By supporting local food systems, gastronomic tourism encourages local consumption instead of exporting agricultural products, reducing dependence on external turnover. In addition, a fair distribution of income is ensured by the direct support of local farmers, artisans and cooks.

Sustainable gastronomic tourism is especially important in the context of the Fergana Valley. The valley is a region of high population density, where economic development opportunities are limited without the tourism sector. Therefore, the development of gastronomic tourism should be considered not only as a tourist destination, but also as a strategy for diversifying the region's economy.

Suggestions and discussions:

As a result of an in-depth study of the theoretical and methodological foundations of gastronomic tourism, a number of scientific and practical proposals have been developed that serve the development of this area. Their implementation allows, first of all, to present the national food heritage in accordance with the needs of the modern tourism market. I think marketing plays a key role in gastronomic tourism, as I said above. Of course, it is the direction that attracts tourists. If I make an offer in this regard, it should be noted that as the first proposal, it is necessary to officially recognize gastronomic tourism as an independent type of Tourism and form a regulatory framework for it. Currently, many countries, including Italy, France, Japan and Spain, are further consolidating policies in this direction by including national food traditions in the UNESCO Intangible Cultural Heritage List. From this experience, I believe that it is advisable to develop a separate concept or program in the field of gastronomic tourism, as well as in Uzbekistan, a list of national dishes, a map of the gastronomic region and routes.

And if my second proposal is to organize a gastronomic tourist product on the principle of a cluster and introduce the "gastronomic cluster" model as the first stage in specific regions, such as the Fergana Valley, now much more effective results will be observed, of course. in tourism. It is necessary to include in the composition of such a cluster local food workshops (restaurants, kitchens, tea rooms), craft enterprises, agricultural producers, hotels and tourist agencies. This

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approach is cost effective and serves to increase the income of local residents and enhance inter-sectoral cooperation.

It is also associated with the improvement of the system of training and training of personnel in the field of gastronomic tourism. Tourism and economics institutions of Higher Education require the introduction of such disciplines as "gastronomic tourism management", "history and culture of national cuisine", "anthropology of Nutrition", in addition, the establishment of gastronomic laboratories that provide practical experience. At the same time, it will be advisable to introduce a certification system based on public-private partnerships.

Conclusion

The study carried out shows that gastronomic tourism today is strengthening its place in the tourist market of the world as a phenomenon that is rapidly developing and has great economic, cultural and social potential. And a deep understanding of its theoretical and methodological foundations is the necessary ground for the systematization and practical implementation of scientific knowledge in this area.

As determined during the study, gastronomic tourism is a multifaceted field that embodies the intersection of various scientific disciplines — tourism geography, sociology of culture, economics, anthropology and marketing. Therefore, it is scientifically substantiated that it is considered through a single, integrative methodological approach, that is, the methods of quantitative and qualitative analysis, ethnographic observations and the harmonious application of comparative-historical analysis.

In conclusion, gastronomic tourism is not only food, but also a means of cultural diplomacy that unconditionally expresses the history, philosophy, language and worldview of the people. Each meal — a story, each table-a legacy. And tourism, built on this heritage, not only attracts tourists, but also connects generations with their roots.

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