

Some Socio-Economic Aspects of Gastronomic Tourism Study

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ABSTRACT

As far as Uzbekistan is implementing a number of reforms to develop the tourism sector, it is very important to identify natural, socio-economic factors and objects that are the basis for the development of tourism in the Khorezm region. The article aims to cover the theoretical issues of gastronomic tourism, its current state, its role in tourism of different countries and regions, as well as the features of the Uzbek national cuisine, cooking. The study used statistical, questionnaires, geographical comparisons, regional analysis, extrapolation, ecological and systematic approaches, and expert evaluation. The article also describes gastronomic travels and its types, economic and social aspects. Particular attention is paid to the opportunities for the development of gastronomic tourism and the work of foreign scientists who have contributed to the development of the socio-economic basis of gastronomic tourism management. It was concluded that Khorezm region is one of the most ancient and beautiful regions of Uzbekistan, which has long been distinguished by gastronomic tourism.

Keywords: National cuisine; Confectionery tourism; Gastronomic brand; Customs and traditions; Food industry.

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Estudio de algunos Aspectos Socioeconómicos del Turismo Gastronómico

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RESUMEN

En la medida en que Uzbekistán está aplicando una serie de reformas para desarrollar el sector turístico, es muy importante identificar los factores naturales, socioeconómicos y los objetos que son la base del desarrollo del turismo en la región de Khorezm. El artículo tiene como objetivo cubrir las cuestiones teóricas del turismo gastronómico, su estado actual, su papel en el turismo de diferentes países y regiones, así como las características de la cocina nacional uzbeka, la cocina. En el estudio se han utilizado métodos estadísticos, cuestionarios, comparaciones geográficas, análisis regionales, extrapolación, enfoques ecológicos y sistemáticos y evaluación de expertos. El artículo también describe los viajes gastronómicos y sus tipos, así como los aspectos económicos y sociales. Se presta especial atención a las oportunidades de desarrollo del turismo gastronómico y al trabajo de los científicos extranjeros que han contribuido al desarrollo de la base socioeconómica de la gestión del turismo gastronómico. Se llegó a la conclusión de que la región de Khorezm es una de las más antiguas y bellas de Uzbekistán, que desde hace tiempo se distingue por el turismo gastronómico.

Palabras clave: Cocina nacional; Turismo de repostería; Marca gastronómica; Costumbres y tradiciones; Industria alimentaria.

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1. Introduction

Uzbekistan is implementing a number of reforms to develop the tourism sector, infrastructure in the regions, diversify tourism products and create new tourism facilities, and achieve significant positive results (Beckerman, 2007; Gordin, 2014; Kala et al., 2017). In this regard, it is very important to identify natural, socio-economic factors and objects that are the basis for the development of tourism in Khorezm region, which has a high population density, agriculture, industry and national crafts, to assess the region's tourism potential and study the seasonality of tourism. The impact of tourism on the economy, ecotourism, agritourism in Khorezm and other regions (Komilova et al., 2021; Mikula, 2017; Dunets et al., 2019). According to some sources, gastronomic tourism is the movement of people from different countries of the world, including rural, urban and gastronomic mono-species (honey, wine, fish, coffee, tea, cheese, fruits and berries) to their permanent place of residence. type of tourism that includes (Silcheva and Balynin, 2015; Shavina and Prokofev, 2020). It is known that gastronomic trips are divided into rural (green) and urban types. The main difference between them is that a tourist going to the village, without any additives, tends to try an environmentally friendly product (Lagusev and Balynin, 2016; Trusova et al., 2020a). As part of the "green" trips are offered to collect wild fruits in the woods, vegetables and fruits on farms specializing in agriculture, fishing or a trip to the garden, vineyards. A gastronomic tour of the city may include a visit to a confectionery factory or a small sausage shop and a restaurant attached to it (Duraković and Cosic, 2019; Ezdina, 2017).

However, there are trips that introduce a single dish in different areas, rather than different dishes in one area. It offers famous French, Bulgarian, Crimean wines, walks in the vineyards, picking grapes, tasting wine (Datskovsky et al., 2018; Bocheliuk et al., 2020). Cheese varieties are exported to Holland, Switzerland, Italy, in these regions you can taste the best varieties of cheeses, visit the cheese fair. Brewing tours in Germany, Austria, the Czech Republic, and Belgium are remembered not only for the diversity of the beer, but also for visits to breweries, famous beer bars, and festivals (Abuqadumah et al., 2019; Shtal et al., 2020).

Opportunities for the development of gastronomic tourism and the socio-economic basis of the management of gastronomic tourism have long been studied by foreign scientists N. K. Komilova, R. T. Hudayberganova, I. B. Murtazaev, H. O. Abdinazarova and Z. H. Madaminov (2019), S. Beckerman (2007), V. E. Gordin (2014), N. Kh. Komilova, M. R. Usmanov, N. I. Safarova, A. E. Matchanova and G. I. Murtazaeva (2021), Ya. D. Mikula (2017), L. V. Silcheva and K. A. Balynin (2015), Yu. M. Lagusev and K. A. Balynin (2016). Today, there is a growing interest in cooking or gastronomic tours among tourists from the UK, France, Italy, Spain, Austria and other countries, as well as tourists from other countries with exotic cuisine (Turkey, Egypt, Peru, Japan, India, China, Mexico). Russian scientists N. K. Komilova, A. K. Ravshanov, L. K. Karshibaeva, K. Q. Ishankulova and Z. N. Madrahimova (2020) and foreign authors like S. Sh. Sajna (2005), R. D. Hernandez-Rojas, J. A. Folgado-Fernandez and P. R. Palos-Sanchez (2021), A. Serra Cantallops, J. Ramón-Cardona and M. Vachiano (2021), G. Mehul Krishna Kumar (2019), G. Pavlidis and S. Markantonatou (2020) devoted their works to the study of gastronomic tourism, and they have tried to reveal the essence of gastronomic tourism.

2. Materials and Methods

The study used statistical, questionnaires, geographical comparisons, regional analysis, extrapolation, ecological and systematic approaches, and expert evaluation. While the social aspect is the interpretation of a tourist destination as a specific socio-geographical place, it is conceived that any system is governed by forces of a natural nature as a subject of management that characterizes the concept of a tourist destination. The article also touches on the concept of "tourism industry" and the work on the development of tourism in Uzbekistan today (Komilova et al., 2021). It is known that gastronomic tourism is a separate direction of tourism, which includes visits related to the preparation of national cuisine, food, confectionery and other food products of a particular country or region. Today, gastronomic tourism is becoming one of the fastest growing areas of tourism.

In the context of globalization, the attention to this area has increased, and the Schengen Agreement has paid special attention to this issue. The Schengen Agreement is an agreement to simplify passport and visa control at the borders of a number of EU countries, originally signed on June 14, 1985 by five European countries (Belgium, the Netherlands, Luxembourg, France and Germany). It entered into force on 26 March 1995 and ceased operations on 1 May 1999, replacing it with the Schengen legislation of the European Union. Gastronomic tourism is a field of tourism related to attracting tourists through food and drink (Trusova et al., 2020b; Zhang et al., 2020).

It should be noted that the purpose of gastronomic tours is to enjoy the peculiarities of the cuisine of a particular country. However, this goal is not limited to consuming unique, exotic dishes or tasting countless dishes. The importance of this type of tourism is inextricably linked with the enjoyment of local recipes, which for centuries have absorbed the culture of cooking in connection with the traditions and mentality of the local people. In 1998, scientists at Bowling Green University (USA) first coined the term “culinary tourism” and in 2003 the International Association of Gastronomic Tourism was established, proposing the use of the term “gastronomic tourism” in 2012 (Mikula, 2017).

3. Results and Discussion

It should be noted that almost any state, or region, as a specific city, village can host its own national cuisin Khorezm region e, celebrate the traditions of hospitality, show opportunities for the development of gastronomic tourism. For example, in Japan, a gastronomic organization invites tourists to buy sushi, in Italy, pasta, and among Uzbek dishes, such as pilaf (soup) (Table 1).

Table 1 The main features of the types of gastronomic tourism

No.	Types of gastronomic tourism	Types of gastronomic tourism
1.	Rural gastronomic tours:	– harvesting wild fruits in the forest;
		– a set of unique delicacies (truffle, oysters);
		– harvesting vegetables and fruits on farms;
		– acquaintance with winemaking (grape picking);
		– visits to beehives (pumping honey);
		– melons, a trip to the melon festival;
		– tasting dishes that have become an ancient tradition;
2.	City gastronomic tours:	– visits to confectioneries;
		– visits to sausage shops;
		– gastro-hotels (unique author's cuisine);
		– participation in national food competitions;
		– visits to culinary schools and academies.

Source The table was prepared by the authors.

According to a number of experts in the field of cooking and restaurant, gastronomic tourism is not always inseparable from other types of tourism, because the national cuisine is mainly part of the culture as a whole. Researchers in the field of gastronomic tourism offer their views on the impact of local cuisine on the components of this type of tourism (Table 2). Gastronomic tourism is very important for people who are ready to travel different distances to meet their gastronomic needs and make such gastronomic trips at least five times a year. Gastronomic travel – attracts people directly involved in food preparation, consumption (restaurateurs, sommeliers, tasters, restaurant critics, etc.). They go for the type of food to raise the level. In addition, many gastronomic travel programs offer master classes by the best chefs who share the secrets of cooking a particular dish. The culinary tour also includes representatives of travel companies looking to expand their business and start selling a variety of foods (types of food for advertising) (Trusova et al., 2020c; Kostyukhin, 2016).

From the above considerations, it can be seen that gastronomic tourism is a trip for countries and continents to get acquainted with the peculiarities of local cuisine, culinary traditions to taste a unique dish or product for a foreign tourist. Today, France, Italy, Japan and the United States can be distinguished among the countries where gastronomic tourism (sometimes referred to as food tourism) (Sajna, 2005; Kruzhkova et al., 2018; Diegtiar et al., 2020) is an important direction in attracting tourist flows. Unfortunately, in Uzbekistan, Kazakhstan and other Central Asian countries, despite the diversity of national dishes and unique methods of preparation, this opportunity is not fully used (Galiullina and Ermakov, 2019; Barashkin and Samarin, 2005).

It is true that in recent years, festivals and presentations on the culinary and gastronomic traditions of Uzbekistan have helped to develop this area. But there are still enough problems in this area. It should be noted that Uzbekistan has a number of historical gastronomic centers, which are characterized by the level of development of gastronomic tourism. These areas are unique not only for foreign tourists, but also for compatriots. The process of preparation of Uzbek national dishes and food culture has a very long history and is based on many years of experience of the people. Customs and traditions are shaped by the climatic conditions of the area and the lifestyle of the local population. Residents of each region have their own style of cooking national dishes (González et al., 2019).

The territory of the Republic of Uzbekistan is a country in the Central Asian region with its own natural geographical features. The republic is located in the central part of Central Asia, the main part of which is between the Amudarya and Syrdarya. The country is characterized by temperate and subtropical climates. Located at the crossroads of the Great Silk Road, Uzbekistan is famous not only for its ancient monuments, but also for its delicious national dishes and fruits and vegetables. The geographical location of Uzbekistan is favorable for the development of gastronomic tourism. Because the country includes the lands of Central Asia, where the natural conditions are favorable and rich in natural resources. This allows you to grow different types of food. It is these products that determine the basis of gastronomic tourism. The republic differs sharply from the Republics of Tajikistan and Kyrgyzstan in terms of surface structure. Most of the country (78.7%) consists of plains, while the rest (21.3%) consists of mountains and intermountain basins. Its surface rises from west and northwest to east and southeast (Basyuk et al., 2016; Kuzmenko et al., 2020).

Uzbekistan is located at almost the same latitudes as the countries around the Mediterranean, and these areas are typical of the subtropical region. However, the territory of republic is located far from the oceans and seas, in the interior of the continent. This makes it different from Mediterranean countries in its natural conditions. In gastronomic tourism this difference is not consuming seafood. Because the northern part of the country is open, in winter the influence of cold, dry air currents coming from the north and northeast is great. On the south side, the presence of high mountains prevents the passage of warm and humid air from the Indian Ocean to the territory of Uzbekistan. Due to this, hot, dry summers and cold winters are observed in country, which are not typical for subtropical climates. Such features of its natural conditions affect the development of tourism in the region (Komilova et al., 2020). One of the peculiarities of the climate of the republic is the change of seasons. One season differs from another in temperature, pressure, humidity, solar radiation. Winter in Uzbekistan is colder than in other regions of the same latitude and is characterized by frequent weather changes. When cold air masses enter the territory of country from the north and northeast, the air is clear, sometimes the temperature drops to -37o, and a cold bitter winter begins. In winter, when cyclones come in from the west, southwest, clouds form in the air and the temperature rises (Komilova et al., 2021; Galiullina et al., 2018).

Sweet-sugary fruits, vitamin-rich melons, greens and other plants are grown on the territory of Uzbekistan Republic. They decorate the table of hospitable people throughout all four seasons. Melons, watermelons, pomegranates, apples, peaches, grapes, pears and other fruits grown in Uzbekistan. Pilaf is national dish in Uzbek cuisine. In the spring – sumalak, blue dumplings and blue somsa, roasted cauliflower, minced in mint mash, in summer – stuffed kebab cabbage decorated with tomato and peppers, chalob (ayron), chicken soup, various vegetable stews. In the autumn, along with fried fish, laqqa kebab, lagman, diet cutlets made of behili pilaf, pumpkin somsa, squash, carrots, red

beets, eggplant are prepared. Mother Nature has given us the opportunity to use fruits, vegetables and various greens for consumption for twelve months of the year (Komilova et al., 2020).

Due to the natural features of each season, all of the products on the Uzbek table are enough for tourists visiting country to enjoy throughout the year. Geographical location and climate conditions are also a positive factor in the strategic development of gastronomic tourism in the region. The factors considered in the development of gastronomic tourism can be divided into two groups:

1) Factors determining the attractiveness of gastronomic tourism:

- availability and originality of national dishes, confectionery, delicacies;
- availability of architectural and cultural attractions;
- availability of recreational resources, business activities, places for active recreation and sports;

2) Factors influencing the development of gastronomic tourism in the region:

- Security and convenience of accommodation;
- Geographical location and climate conditions;
- Activities and economic development of tourism business entities.

It should be noted that Uzbek cuisine is distinguished not only by its unique features of preparation, but also by its taste. This is due to the fact that their composition is rich in vitamins and trace elements. This is directly related to the abundance of sunny days, the slope of the sun's rays (Komilova et al., 2019). When talk about the influence of geographical conditions, it is necessary to emphasize the factors that affect the ripening of raw materials, such as air, temperature, precipitation, water content. The Khorezm oasis stands out among such unique places. It is especially famous for dishes and special style of cooking. Each dish has its own special taste, especially "Khorezm pilaf", "Shivit oshi" ("Egg barracks", "Ushak barak" (spring dishes (blue somsa, blue barracks)) (Iglesias Madrigal and Sanz Lara, 2019; Babenko et al., 2020).

The first information about the Khorezm pilaf is given in the manuscripts of the I-II centuries BC. It was during this period that a culture of rice cultivation was formed in India and the Middle East. In general, soup came from the Middle East as a dish, but in Central Asia, especially in Uzbekistan, soup has become a special tradition and national pride due to the ingenuity of local people, their passion for innovation and teaching their knowledge and skills from generation to generation.

This dish, which is included in the world cuisine under the names Shivit oshi, Khorezmcha lagmon, green lagmon, is one of the most popular dishes of the people on hot summer days. Shivit oy contains iron, calcium, carotene, essential oil, flavonoids, vitamins A, V1, V2, RR, phytoncides, mineral salts and other substances. It cleanses the intestines as it is rich in fiber. That is why shivit is added to meat dishes. It helps digestion and removes the remnants of undigested food from the body. It has long been recommended in medicine as a sedative, hand, diuretic, anti-cough and anti-inflammatory, a means of increasing breast milk in nursing mothers. In modern medicine, tinctures of shivit herb have been scientifically proven to lower blood pressure and dilate the cardiovascular system (Muñoz-Guarasa and Pajares, 2019; Dotsenko, 2017).

When shivit is used as an herb, it improves the secretion of gastric juice and weeding. Egg barracks, ancient Khorezm cuisine. This food is a dietary food and is very useful in diseases of the digestive system of the human body. Ushak barak – Ushak barak has a special place among Khorezmian cuisine. This dish is very similar to the Russian pelmeni, known in other regions of Uzbekistan as chuchvara. However, the method of preparation of barley differs from the above dishes. It is also known by its name that ushak is born as a barracks, that is, small. It differs from the Russian dumplings in this regard. Khorezm chuchvara – ushok barak is usually made from minced meat ("ijjon" in Khorezm).

Two types of food are known in the Khorezm, called katyk barak and soup barak. In the yoghurt, barracks are boiled in water and cold water is passed over the place where they lay. It is then mixed with yogurt and consumed cold. In the soup barracks, boiled meat or bone broth is made in a separate bowl and the soup is poured over the barracks boiled in water, or the barracks are cooked in pre-prepared boiling soup. It is one of the dishes prepared by mixing different greens in spring and summer.

It is used for everything from spinach, alfalfa, horseradish to green onions. This food is a dietary food and is very useful in diseases of the digestive system of the human body.

4. Conclusions

Over the past few years, a great deal of work has been done to create a convenient tourist infrastructure, ensure security and increase the attractiveness of the region for tourists. Historical tourist destinations such as Tashkent, Bukhara, Samarkand and Khiva have changed significantly. Unique nature, unique and rich Uzbek cuisine fascinates the world community with a wide variety of healthy dishes. This means that gastronomic tourism has great potential for success in region. In general, today gastronomic tourism is developing in many regions of the world. Khorezm region is one of the most ancient and beautiful regions of Uzbekistan, which has long been distinguished by gastronomic tourism.

The modern tourism industry is very different from previous periods. Among the priorities that the new generation of tourists are beginning to pay more attention to – environment, the opportunity to follow a healthy lifestyle while traveling, the desire to participate in the lifestyle and cultural traditions of the area. In Uzbekistan, it is mainly a rich cultural heritage, directly related to its unique architectural monuments, beautiful streets, extraordinary hospitality of the population and the peculiarities of the Eastern antiquity. Today, state pays great attention to the preservation and development of cultural traditions and environment. Over the past few years, a great deal of work has been done to create a convenient tourist infrastructure, ensure security and increase the attractiveness of the region for tourists. Historical tourist destinations such as Tashkent, Bukhara, Samarkand and Khiva have changed significantly. Unique nature, unique and rich Uzbek cuisine fascinates the world community with a wide variety of healthy dishes. This means that gastronomic tourism has great potential for success in the region.

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