



## The influence of the gastro tourism to the agricultural industry of Uzbekistan

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**Abstract** *The main purpose of this study is to study and contribute to more development. One of the unusual forms of tourism is gastronomic or culinary tourism, the main objectives of which are to acquaint visitors with local cuisine and food culture, as well as surprise them with the flavor of local cuisine. Tourists interested in food should first learn about the local cuisine, including national and traditional foods, as well as how they are prepared, served, and seated, as well as their culture, traditions, economy, and government policies. are the observation and study of common customs and cultures? The visitor makes a significant contribution to the economic and social development of the village, making the expansion of the tourism industry one of the key economic opportunities for local governments.*

*Food and beverage tourism is one of the more recent and quickly growing genres of tourism. For a long time, various governments throughout the world have actively promoted travel. The concept of Uzbek gastronomic tourism is already being implemented, with the purpose of introducing visitors to their country's food. However, failing to do so will have a negative impact on tourist growth. However, establishing new tourist sectors in Uzbekistan and comparing European nations' experiences is a beneficial and positive step toward entering the world tourism market.*

**Keywords:** *tourism, gastronomic tourism, agricultural industry food tourism, the Republic of Uzbekistan, culinary tourism, national cuisine, gastronomic tour, agro tourism.*

### INTRODUCTION

Gastronomy has always been a part of any journey, but only at the beginning of the 21st century did routes appear. I chose this topic because I want Uzbekistan to also reach heights in such types of non-ordinary tourism. The main goal was to familiarize yourself with domestic observations, and the phenomenon itself was called gastronomic tourism. Today, in many countries of Europe,



Asia and America, gastronomic or culinary tourism is recognized as an independent type of tourism, which is gaining popularity at an extremely rapid pace. Despite the growing global popularity, this type of tourism in Uzbekistan is still a rarity. However, in many regions of Uzbekistan there are prerequisites for creating gastronomic routes and attracting tourists to get acquainted with local culinary traditions. One of them is Samarkand. The area with a thousand-year history and rich natural and cultural heritage has become one of the most popular tourist sites in Uzbekistan.

The unique culinary traditions of the Republic of Uzbekistan connected with the agro-industry hint at the possibilities for the development of gastronomic tourism in the region, confirming the relevance of the topic.

### **Preface**

Culinary tourism, a relatively new direction, has experienced rapid growth in recent decades. Many tourism experts focus their research on the relationship between food and travel, as well as the unique nature and characteristics of culinary tourism. When visiting Uzbekistan, travelers are offered a wide range of excursions, including gastronomic ones.

Going on a culinary journey through Uzbekistan, you will get an unforgettable taste experience that will leave you wanting more even after returning home. Uzbekistan has a rich history of winemaking dating back 6000 years. In our country, much attention is paid to viticulture and winemaking; special appropriate technologies have been developed.

The famous Venetian scholar Marco Polo, who once traveled through Central Asia, wrote in his diary about the magnificent gardens and vineyards of cities such as Samarkand and Bukhara. He also appreciates the excellent quality of local wines aged for more than 10 years. In 1928, the famous winemaker Professor M.A. Khovrenko, who arrived in Uzbekistan, founded the technology for the production of high-quality wines, such as Sirin, Cabernet Liquor, Aretiko, Uzbekistan, Farhod, and the first winery in Uzbekistan was opened thanks to him.

The purpose of this study was to better understand the expectations and preferences of tourists, and to create successful marketing methods that attract more visitors to the country. The willingness of entrepreneurs in Uzbekistan to support and implement initiatives will determine the success of the initiative. We can build a stronger and more stable tourism sector that will benefit both its residents and visitors by working together and taking active actions on the marketing and development of Samarkand tourism.

### **The significance and motivation.**



Uzbekistan has a colorful and very beautiful cultural heritage and culinary traditions, so gastronomic tourism can have a significant impact on our country and, of course, on agriculture. The agricultural activity of our country is mainly related to the export of cotton and corn.

On the other hand, it is no secret that the introduction of gastronomic tourism can develop the agrarian economy of the country and make it more sustainable by encouraging the production of culinary traditions and combining different cultures. Traditional Uzbek crops such as apples, pistachios, pomegranates, grapes, apricots are staples. In addition, the development and emergence of gastro-tourism gives our farmers and small-scale food producers the opportunity to sell new products created in Uzbekistan to restaurants and hotels, which contributes to increasing local incomes and the economy. Thus, gastronomic tourism can have a significant beneficial effect on agriculture. The government of Uzbekistan hopes to show the world its unique local gastronomic diversity, attract more tourists and develop tourism.

The development of gastronomic tourism also contributes to the preservation of traditional and sustainable agricultural practices that contribute to the protection of the environment. And finally, the growth and development of gastronomic tourism in Uzbekistan is a unique potential for the growth and promotion of agricultural activities in Uzbekistan.

The growth of food tourism can attract more tourists, create economic opportunities for local farmers and producers, and promote sustainable farming practices by promoting the country's unique culinary history.

### **Aims and objectives**

Objective: The main objective of this project is to assess the impact of gastronomic tourism on the agricultural economy of Uzbekistan.

1. Research and assess the relevance of gastronomic tourism in Uzbekistan.
2. Assess the current state of the agro-industrial complex of Uzbekistan.
3. To assess the capacity of the agriculture industry to support gastro travel in Uzbekistan.
4. To assess the impact of gastro travel on the demand for locally sourced food in Uzbekistan.
5. To identify the challenges that the agriculture business faces in meeting the expectations of gastro travelers.



6. To propose strategies for improving the synergy between gastro travel and the agricultural industry in Uzbekistan.

7. To provide recommendations to policymakers and stakeholders on enhancing the potential of gastro travel to boost Uzbekistan's agricultural industry.

- To showcase Uzbekistan's agricultural industry by highlighting diverse culinary traditions and locally grown produce.

- To increase demand for local agricultural products by creating a market for farmers and increasing their income.

- To promote economic growth in the region by positioning gastro travel as a source of revenue and job creation.

- To improve living standards in rural areas and encourage their involvement in the tourism industry.

- To promote sustainable agriculture practices that benefit the local ecosystem while also providing better food options for tourists.

### **Methodology**

A mixed-methods approach will be utilized to evaluate the impact of gastrotourism on Uzbekistan's agriculture business. It involves collecting and analyzing subjective and semi-quantitative data.

The main research methodology of this review is broadly described in chapter three, which includes the research framework, methods, data collection and validation strategies.

Chapter three begins with a research plan that helps students firstly select a specific and appropriate approach. in which the main investigative procedure will be to study the relevant records of gastrotourism and its impact on farm business.

His legacy includes scientific articles, books and reports from global organizations such as the World Tourism Organization.

The next stage of the research chapter includes conducting interviews with selected individuals from the agricultural and tourism sectors of Uzbekistan. This topic is designed to better develop and evaluate the current level of gastronomic tourism in Uzbekistan, its impact on agriculture and future development opportunities. This study examines the main reasons why people participate in



gastronomic tourism, their attitudes towards local products and food, and the future impact on this tourism sector.

Such studies require in-depth interviews of at least 100 subjects and an online survey of 500 website visitors. The main purpose of this study is to ensure that the selected participants are representative of the majority of the population and that the results are widely applicable.

## **LITERATURE REVIEW**

The field of culinary tourism is recognized as a promising branch of the tourism industry. In recent years, interest in this topic has increased several times, as many travelers and food lovers are presented with cookbooks based on a new design of local recipes, which helps to attract the attention of tourists.

The etymology of the term "prescription" goes back to the ancient Greek language and consists of two constituent words: (gastros), which means above, and (gnomos), which translates as knowledge or law. One of the main definitions of gastronomic tourism is the simple knowledge and interpretation of one's own culture

### **Review of Literature**

The process of creating gastronomy is described by Williams, Williams, and Omar (2014). It is emphasized that the creation of a gastro-tourism trail or route, even in geographically isolated places, can be achieved by using available food resources and local expertise, provided there are research trails and the necessary infrastructure for travel.

There are three main components of infrastructure in the cities and villages of the district, and there is a minimum level of risk of starting a business.

These include maintaining clean water, implementing healthy food handling and efficient, sanitation practices, providing safe transportation of people to and from different locations, and creating interactive experiences that enable the delivery of accurate messages and information on the Internet Williams et al.

A study (2014) showed that if at least six hosts are identified with diverse and attractive food-related offers and, in addition, they are willing to cooperate, the creation of a gastronomic tourism route in a certain geographical location and it leads to effective travel organization and language problem solving. The research is aimed at studying gastronomic tourism in the conditions of



Uzbekistan. Although gastronomy tourism is recognized as an emerging field of scientific research, there is currently very little research on this topic.

Research conducted by Hasanovich (2017) focuses on the cultural and spiritual monuments of Uzbekistan. Khidirova and Torakulov(2019) focused on alternative types of tourism, such as food tourism, aiming to diversify the tourism sector. It is known that modern tourists visit only historical and architectural monuments, without taking opportunities to study various forms of tourism such as gastronomic, nature and agrotourism.

From this it is known that Gastro tourism is not sufficiently advertised and developed. This shows that it plays an important role in the development of gastronomic tourism in Uzbekistan, it allows visitors from different countries to enjoy these unique dishes, to get acquainted with the culture and history of the region. In 2019, the connection between gastronomy and tourism was mentioned, in which the creation of potential benefits such as an increase in the number of tourists, longer stays and higher profitability was envisaged.

Development of all types of tourism, attraction of foreign investment, new strategies, qualified specialists to be Uzbekistan will help to reach international tourism standards. At the same time, the social situation will improve. A newly designed hotel with foreign investments is the only support for the development of agro-tourism. Abduvahidova and Sherzod (2019) state that Uzbek cuisine is widely known and serves as a fundamental expression of Uzbekistan's cultural identity. Central Asian cuisine is famous for its wonderful aroma and irresistible taste. According to the conclusions of Abduvahidova and Yunusova (2019), "Food reveals the secret of the soul of a nation and helps to understand its mentality." The cuisine of Uzbekistan is widely recognized as one of the richest cuisines of the East and is heavily influenced by the culinary practices of Turkic communities throughout Central Asia. The region's major urban centers are strategically located along the established trade caravan routes of the famous Silk Road.

Over the centuries, Uzbekistan has absorbed various interesting and unique culinary traditions of different countries. This phenomenon is mainly related to the significant flow of regional and international traders from the great Asian continent to these cities of Uzbekistan. The introduction of foreign cuisine into Uzbek cuisine led to the gradual assimilation of various dishes, which later became national dishes over time. In addition, characteristic changes in preparation.

## Summary



As a result of promoting the known quality of the unique local cuisine and showing its uniqueness, tourists will get acquainted with the facets of regional culture. Gastronomy tourism helps a place to stand out and gain a good reputation, making the holiday of tourists special. There are also several events to promote the place, such as food and harvest festivals, cooking schools, and cultural museums. They want to get "local knowledge" and learn their secrets from exporters in preparing local and authentic food and drinks that attract their tourists.

And at the same time get to know the special culinary culture, as well as the culture and history of the region. Many rural cuisines are based on old recipes passed down from generation to generation and use ingredients that are directly related to the environment, culture, religion and lifestyle of the local people. To increase the number of tourists coming to the countryside, it is necessary to create services for the construction of gastronomic tourist routes or corridors. Food tourism itineraries are common in Europe and are featured in guidebooks dedicated to specific cuisines, products and/or gourmet events. This informative guide helps travelers learn about recommended places and attractions they might be interested in, allowing them to stay in the area longer than establishments advertising a single activity

Gastronomic tourism can become an important part of the local culture and identity of Uzbekistan. Uzbek cuisine is known and recognized as one of the most fragrant and delicious cuisines of Central Asia. Over the years, many traditional dishes from different countries, originating from ancient times, have entered the Uzbek cuisine. These dishes are expected to attract visitors from all over the world.

## **METHODOLOGY**

This approach describes the study strategy and methods for assessing the impact of gastronomy on Uzbekistan's agriculture business. The main purpose of conducting research is to find a solution or an answer.

The next study to be considered is the impact of Uzbekistan's agriculture on trade and tourism

### **Methodology and researching design**

The structure and approach used in the study is provided by the study plan. It acts as a blueprint or chart for conducting research, outlining the steps and strategies used to collect, explore, and interpret data. The choice of study design depends largely on factors such as the question or hypothesis of the study, the objectives of the study, and the type of data obtained. The choice of an appropriate study design is very important as it ensures the validity, reliability and applicability of



the study. A deep understanding of the principles and applications of various research projects is essential for sound scientific research.

The present study employs a methodology based on qualitative research design. Qualitative inquiry provides a means for investigators to examine a phenomenon in its organic environment and cultivate a comprehensive comprehension of it. This study will adopt a case study methodology to investigate the impact of gastro-tourism on the agricultural sector of Uzbekistan.

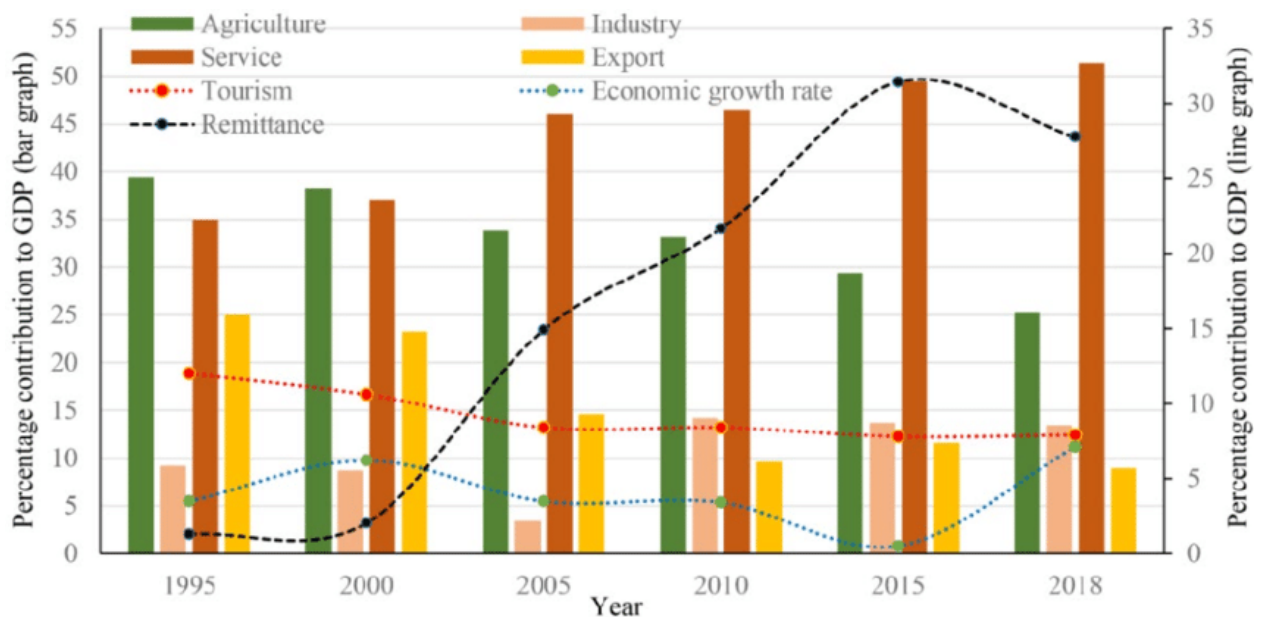
**Data collection**

Data collection in qualitative research can be managed by choosing different data collection methods or techniques. Semi-structured interviews with key players in the gastro-tourism and agriculture industries will be conducted as part of the research.

Government officials, tour operators, farmers, and consumers will be among the stakeholders.

The participants will be chosen using a purposive sample based on their relevance to the study issue. Participants in the sample will have expertise and experience in the gastro-tourism and agriculture industries. Data saturation will decide the sample size.

**Percentage contribution to GDP (bar graph)**



**RESULTS and DISCUSSION**





The results of the study showed that gastro-tourism has a beneficial effect on the agricultural business of Uzbekistan. Because the promotion of local products and foodstuffs serves to diversify the agricultural sector and increases the demand for locally produced products. In addition, the growth of gastro-tourism has led to the formation of farmers' markets and local food festivals, which allow small farmers to sell their products directly to consumers.

In addition, incorporating food and agriculture into tourist itineraries helps to preserve traditional farming practices. Research design is the paradigm and structure used to conduct research, which includes the approach it uses. This is a guide or action plan for conducting a research project, detailing the methods and approaches used to collect, evaluate, and code data.

The choice of an appropriate research approach depends largely on the research question or hypothesis, the objectives of the research, and the characteristics of the data obtained. Careful review of the study design is important to ensure that the study is reliable, consistent, and applicable to a larger population. Thus, a deep understanding of the foundations and practices of several research strategies is essential to conduct sound scientific research. Methodology and study design

### **Identified problems of the influence of the gastro-tourism industry in Uzbekistan?**

The growth and development of Uzbek gastro-tourism is being hindered by multiple challenges. Among these issues are:

- the inadequacy of our infrastructure. Gastro-tourism industry is lacking in Uzbekistan. A variety of products, dating and cars, resulting in comfortable and convenient living.
- Note: the gastro-tourism industry of the region is not devoid of products. Our local brand is less burdened by the advertising of residents and public organizations.
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- Language barrier. Another problem is the language barrier. Most of the tourists in Uzbekistan do not have a suitable population. This is to provide relevant documentation to touchpoints for unsatisfied visitors
- Sanitary and Safety Concerns: Both tourists and residents are concerned about the safety and hygiene of traditional central Asian meals including samsa, manty, and palov. In
- addition, the government of Uzbekistan conducts minimal food inspections and has a low ratio of qualified food handlers.



- seasonal changes in Uzbekistan. The gastronomy industry, i.e., gastro tourism, experiences seasonal fluctuations in the number of tourists from April to October. In the coming months, the number of tourists will decrease and most of the tourism industry and corporate employees will lose their jobs.
- In order to develop the gastronomic tourism industry of Uzbekistan and attract more tourists, these difficulties should be completely eliminated.

## CONCLUSION AND RECOMMENDATIONS

According to the results of my research, it can be concluded that gastro-tourism has a significant impact on the agricultural business of Uzbekistan. Promoting our local culture, products and cuisine will help the development of the agricultural industry and the economic success of the country. In addition, we hope that the positive experience of tourists visiting Uzbekistan for the purpose of gastro-tourism can stimulate long-term demand for local agricultural products, which will bring long-term benefits to the agricultural sector.

To increase the influence of gastro-tourism on the agriculture of Uzbekistan, to create new opportunities for tourists to taste local products, it is necessary to plan joint activities of the government and the business sector. This can be helped to some extent by including traditional Uzbek cuisine in the menus of local restaurants and by actively promoting traditional Uzbek cuisine.

### Future implication

Gastronomic tourism is a new type of global tourism, which means eating, appreciating and seeing how the local cuisine, regional food types, viticulture, cooking and other best taste features are prepared and appreciate the type of travel. Gastro tourism can have a significant impact on the agrarian economy of countries with historically rich farming traditions in Uzbekistan.

As the demand for local products increases, it is reasonable to assume that the interest in local gastronomy and culinary events is also increasing year by year. Increasing demand and supply will encourage Uzbek farmers to produce better crops, while introducing sustainable and environmentally friendly farming methods among more farmers. Another point to note is that as foreign tourists become more familiar with Uzbek food customs, they may be interested in finding local, authentic and unique products for personal consumption and online ordering. In such situations, it is necessary to listen to their proposals, consider the necessary measures together



with the government and business representatives. It should be taken into account that the expansion of export opportunities in the agricultural sector of Uzbekistan will contribute to economic growth and the creation of new jobs.

The purpose of this interview is to study the current state of gastronomic tourism in Uzbekistan, its impact on the rural economy and future development opportunities. This study investigated one of the main factors of individual participation in gastronomy tourism, improving the relationship between local products and cuisine, and its potential impact on the future development of the tourism sector.

Requires at least 100 in-depth interviews with research subjects and an online survey of at least 500 website visitors. The goal of this study is to include the majority of the population as participants and ensure that the results are generalizable.

In conclusion, gastrotourism has the ability to highlight Uzbekistan's unique, healthy, and delectable food items, open up new market opportunities, and promote sustainable agriculture methods.

However, the quality of the experiences, infrastructure, and marketing that Uzbekistan gives to tourists is everything. This can be achieved by encouraging local restaurants in Uzbekistan to include traditional Uzbek cuisine on their menus and by promoting local culture and products. In addition, the government could invest in infrastructure to promote authentic Uzbek cuisine, such as farmers' markets, food festivals, and gourmet tours. In addition, governments should promote the long-term viability of local agricultural products, especially the efficiency and quality. It is necessary to develop appropriate laws and regulations for the effective use of resources in Uzbekistan and the establishment of modern agricultural practices. It helps protect ecosystems and preserve the integrity of local culture, resulting in increased interest and demand from tourists. Finally, further research is needed on the long-term impact of gastrotourism on the agricultural industry of Uzbekistan, especially in terms of job creation, income generation and sustainable practices. This research will serve to increase the further growth and profitability of both sectors in Uzbekistan.

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