

# Characteristics of Gastronomic Brands of the Republic of Uzbekistan and Their Place in the Tourism and Hospitality Market

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**Abstract:** The article discusses the importance of the development of the tourism industry, which contributes to solving a large number of problems connected with the forming GDP of the country, employment, the creation of additional jobs, the opening of enterprises, socio-economic development of individual regions.

Local regional cuisine is one of the factors that can be attractive for tourists. The basis of gastronomic tourism is the food industry and culinary peculiarities of a certain country, which is often the so-called "tourist magnet". Regional cuisine is one of the promising directions in increasing the efficiency of this type of tourism. Gastronomic tourism is relevant at all times and there is a real demand for it.

**Keywords:** Culinary tourism, culinary customs, local cuisine of Uzbekistan, festivals, tasting.

**Introduction.** The importance of gastronomic tourism, as an independent phenomenon in the industry, and in combination with other (main) types of tourism, necessitates its promotion in order to develop the tourism sector as a whole. Regional cuisine is one of the promising areas in improving the efficiency of this type of tourism. Gastronomic tourism is relevant at all times and there is a real demand for it.

The purpose of this study is to determine the state of gastronomic tourism at the current stage of development in the Republic of Uzbekistan, to identify the main gastronomic brands of the republic, and to determine their place in the market of modern tourism and hospitality.

The practical significance of this work lies in substantiating the features of the development of gastronomic tourism in the Republic of Uzbekistan.

To achieve this goal, general scientific and special methods of cognition of phenomena and processes in the tourism sector were used, including methods of analysis, classification, comparison, expert assessments, forecasting.

Results of the study. On the basis of the study, it has been established that the most promising events are gastronomic festivals and events; Farms. The most significant problem for the current stage of development of gastronomic tourism is the COVID-19 pandemic, as well as insufficient marketing support, about half of the experts noted the insufficient number of gastronomic tourist routes. So, gastronomic tourism in the Republic of Uzbekistan has all the conditions for its development: centuries-old culture, authentic cuisine, which has been formed over the centuries and hospitality. Developing this direction, the region has high chances to become an increasingly attractive destination for both foreign citizens and residents of the Republic of Uzbekistan.

**Literature review.** The research of A.T. Baykamadova, S.A. Shaisultanova, L.R. Ziyazieva [1, 156-161], I.S. Kashirina [2, 24-26], M.M. Utova, D.A. Nagoeva, T.D. Kuchukova [3, 98-101], E.Y. Gurova, A.P. Tikhonenko [4, 236-238] considers the historical and cultural context of the development of gastronomic tourism, as well as the originality of the original creation of regional tourist routes. Some experts consider gastronomic tourism as a way to attract attention to tourist destinations (B.I. Aktymbaev, T.V. Trifonova [5, 73-83]), as a priority direction for the development of domestic tourism in Russia (S.L. Mertsalova, O.V. Tsybakova [6, 10-14]), as a form of family and children's tourism (S.V. Grinenko, A.D. Loginova [7, 41-53]), as a trend direction of modern tourism (M.E. Cheglazova, G.V. Grigoryan [8, 283-287]). Such

researchers as N.E. Bobkov, E.M. Kryukova [9, 5-14], D.D. Kozhevnikova, I.P. Kulgachev, M.M. Romanova [10, 41-49], T.A. Volkova [11, 60-65], A.A. Mustafina, G.N. Kaygorodova, G.Kh. Pyrkova, A.K. Matasova [12, 84-97] in their works prove the importance of the development of this type of tourist activity. At the same time, there is not enough research on the development of gastronomic tourism in the post-Soviet countries, in particular, in the Republic of Uzbekistan - a region with rich ethnic cuisine. The article by S.S. Rakhmonov, M.B. Donihorova provides information on gastronomic tourism in Uzbekistan, the main dishes of Uzbek cuisine and regions of the country specializing in cooking a certain type of dishes. The article also talks about the main Uzbek dish - pilaf, differences in the preparation of this dish in different regions. In the article Z. I. Saidkulova examines the importance of gastronomic tourism, current trends and development prospects, the specifics of national cuisine, as well as the development of gastronomic tourism in Uzbekistan [13, 87-89]. Article U.K. Ezozhonis devoted to the study of the basics of gastronomic tourism, the history of its origin. The article also considers the pace of development of gastronomic tourism in Uzbekistan [14, 190-196].

Having studied the special literature on gastronomic tourism, I would like to note the characteristic features of gastronomic tourism: The improvement of regional farm facilities and regional food producers is the main element of every gastronomic tour. This type of tourism, to one degree or another, is a factor determining all tourist trips. This is due to the fact that this is due to the fact that this is due to the fact that a traveler visiting a particular state, for example, with a pilgrimage purpose, learns, among other things, the national cuisine. Hence, gastronomic tourism is a key factor in the tourism sector. The peculiarity of this type of tourism is that each region of our Republic has its own unique resources for the development of this type of tourism.

The main part. In 2019, the Republic of Uzbekistan adopted the Concept for the Development of the Tourism Sector for the Period from 2019-2025. This concept is aimed at increasing the effectiveness of the ongoing changes in order to create favorable economic conditions and prerequisites, in order to further create the main tasks for the accelerated development of tourism, improve the quality of services provided, as well as promote the tourism industry as a whole. In this regard, The Republic of Uzbekistan pays great attention to the transformation of the tourism industry, the creation and regulation of the regulatory framework for the full development of this industry, the establishment of modern conditions for the speedy service of foreign tourists in accordance with international standards.

Gastronomic tourism in the Republic of Uzbekistan is a growing trend due to the rich culinary traditions and cultural heritage of the country. Uzbek cuisine is characterized by the use of spices, herbs and vegetables, as well as meat such as lamb, beef and chicken.

One of the most popular dishes in Uzbekistan is pilaf, a rice dish cooked with meat and vegetables. Other traditional dishes include kebabs (grilled meat kebabs), lagman (noodle soup) and manty (dumplings with meat or vegetable filling). Uzbekistan is also known for its bread, including the famous round flatbread called "flatbread".

Gastronomic tourism in Uzbekistan often involves visiting local markets, where travelers can taste and purchase a variety of spices, fruits and vegetables. Culinary workshops are also popular, where tourists can learn how to cook traditional Uzbek dishes from local chefs.

Apart from food, Uzbekistan is also known for its tea culture. Tea is often served with sweets such as halva and baklava and is an important part of social events and hospitality.

In general, gastronomic tourism in Uzbekistan provides a unique opportunity to get acquainted with the rich culinary heritage of the country and feel the warmth and hospitality of its people.

Throughout the year, several gastronomic festivals are held in the Republic of Uzbekistan to demonstrate its rich culinary traditions and promote the development of gastronomic tourism. Some of the most popular gastronomic festivals in Uzbekistan are presented in Table. 1.

Table 1 – Popular gastronomic festivals in Uzbekistan [15, Compiled by the author].

Name	Characteristic
1. Festival "Silk and Spices".	This annual festival, held in Bukhara, is dedicated to the famous spices of the region and culinary traditions. Within the framework of the festival, food tastings, culinary master classes and cultural performances are held
2. "Tashkent Food	Held in the capital Tashkent, the festival brings together local restaurants,

Festival"	chefs and food vendors to showcase Uzbek cuisine.
3. Festival "Navruz"	Navruz is the Persian New Year, which is celebrated in Uzbekistan with a variety of traditional dishes, including sumalak (sweet toash from sprouted wheat), pilaf (rice pilaf) and sy itself

In addition to these festivals, there are several gastronomic brands in Uzbekistan that are known for their high-quality food. Here are some of these brands:

1. "Ovkat" - this brand produces a variety of traditional Uzbek dishes, including pilaf, lagman and kebab, which are sold in supermarkets and restaurants throughout the country.
2. "Ko'k-Su" - this brand produces a wide range of juices, including apricot, pomegranate and cherry, from local fruits.
3. "Bahoriston" - this brand produces a variety of jams, pickles and canned food using traditional Uzbek recipes and ingredients.

These gastronomic festivals and brands in Uzbekistan are an important part of the country's cultural heritage and contribute to its growing reputation as a destination for gastronomic tourism.

Gastronomic tourism in the Republic of Uzbekistan has great potential due to its rich culinary traditions and cultural heritage. However, there are also some challenges and areas for improvement that need to be addressed in order to realize the full potential of this sector. Here are some of the problems and prospects of gastronomic tourism in Uzbekistan:

In the course of the study, an expert survey was developed and conducted by the method of questionnaires. For a sociological study, a questionnaire was formed for experts who have encountered gastronomic tourism in their professional activities.

The experts were also offered the question "Assess the current state of development of gastronomic tourism in the Republic of Uzbekistan?" (in points from 1 to 5, where 1 is the lowest score, and 5 is the highest), 45.5% of respondents estimated the current state of development of gastronomic tourism at 4 points, obviously, this is due to the fact that in recent years special attention has been paid to the development of gastronomic tourism in the Republic of Uzbekistan, 31.8% rated at 3 points. A smaller number of respondents 13.6% rated the highest score of 5 points and only 4.5% rated 2 points and 4.5% rated the lowest score - 1 (Fig. 1).

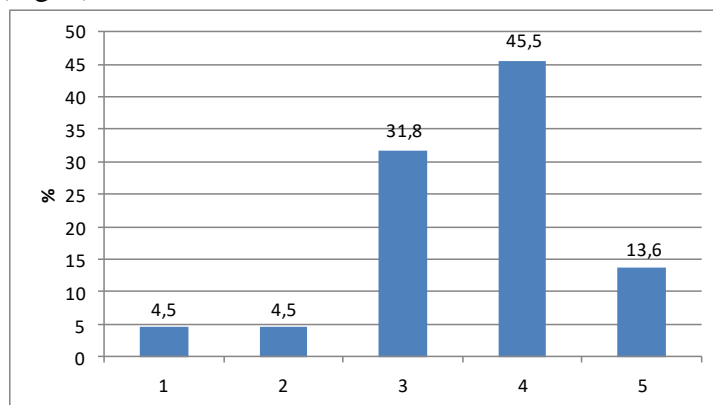


Figure 1. Respondents' answers to the question "Assess the current state of development of gastronomic tourism in the Republic of Uzbekistan?"

Source: cleft by the author according to the results of the study

As a result of the analysis of the answers to the question: "What problems, in your opinion, are characteristic of the current stage of development of gastronomic tourism in the Republic of Uzbekistan?", Experts of 86.4% determined that the most significant problem for the current stage of development of gastronomic tourism is the COVID-19 pandemic and this is natural, since it is large. The global crisis, which has made significant changes by quarantine restrictions not only in the tourism industry. 59.1% of respondents answered that there is insufficient marketing support, because the modern tourist market requires a new approach to the development of gastronomic tourism.

A characteristic problem is also the insufficient number of gastro tourism routes 45.5%, 31.8% of respondents noted the lack of regional and state programs for the development of gastronomic tourism. At the present stage of development of gastronomic tourism, the problem is also 22.7% small number of restaurant establishments of local cuisine and 22.7% insufficient number of catering and accommodation institutions in the region (outside the regional center). 18% of respondents answered the answer "other" and 13.6% consider the lowest level of socio-economic development of the territories to be the lowest problem (Fig. 2).



Figure 2. "What problems, in your opinion, are characteristic of the current stage of development of gastronomic tourism in the Republic of Uzbekistan?"

Source: cleft by the author according to the results of the study

To the question: "What objects (events), in our opinion, can be especially promising for improving the accelerated development of gastronomic tourism in the Republic of Uzbekistan?" , the absolute majority of experts answered that the most promising events are gastronomic festivals and events 90.9%; 86.4% of respondents answered that farms are promising; 45.5% believe that restaurants are no less important for the development of gastronomic tourism; 45.5% noted fairs with products of local producers and 27.3% chose the option of culinary master classes of local cuisine (Fig. 3).

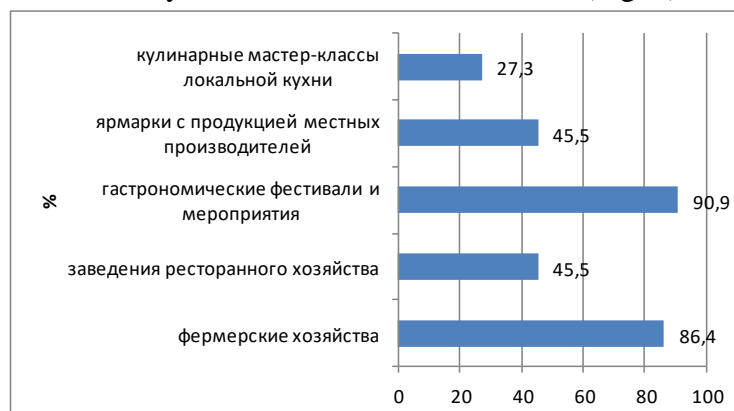


Figure 3. Respondents' answers to the question: "What objects (events), in our opinion, can be especially promising for improving the accelerated development of gastronomic tourism in the Republic of Uzbekistan? »

Source: cleft by the author according to the results of the study

The main obstacles to the development of gastronomic tourism in the Republic of Uzbekistan include:

1. Lack of infrastructure. The existing gastronomic tourism infrastructure in the Republic of Uzbekistan, such as restaurants, hotels and transport, needs to be improved to provide a better experience for tourists.

2. Limited marketing and promotion. Uzbekistan needs to step up its marketing and promotion efforts to attract more foreign visitors to the country.

3. Limited amount of authentic ingredients. The availability of authentic ingredients for traditional Uzbek dishes may be limited, especially outside of major cities.

Prospects for the development of gastronomic tourism in the Republic of Uzbekistan include:

1. Growing interest in Uzbek cuisine. Uzbek cuisine is gaining popularity all over the world, which gives Uzbekistan the opportunity to attract culinary lovers and gastronomic tourists.

2. Potential of cultural tourism. Uzbek cuisine is closely linked to the country's cultural heritage, offering tourists the opportunity to experience the local culture and history.

3. Diversification of tourism. The development of gastronomic tourism can help diversify Uzbekistan's tourism industry and reduce dependence on traditional forms of tourism.

4. State support. The Government of Uzbekistan has recognized the potential of gastronomic tourism and is taking steps to promote and develop the sector, including the establishment of the National Gastronomic Association.

Conclusion. Gastronomic tourism in Uzbekistan has great potential, but there are problems that need to be solved. With the right infrastructure, marketing and promotion, Uzbekistan can become the leading destination for gastronomic tourism in Central Asia.

A sociological study of the state of gastronomic tourism in the Republic of Uzbekistan showed that almost half of the respondents estimated the current state of development of gastronomic tourism at 4 points, obviously, this is due to the fact that in recent years special attention has been paid to the development of gastronomic tourism in the Republic of Uzbekistan. According to experts, the most promising events are gastronomic festivals and events; Farms. The most significant problem for the current stage of development of gastronomic tourism is the COVID-19 pandemic. About 60% of respondents answered that there is insufficient marketing support, about half of the experts noted the insufficient number of gastronomic tourist routes.

In order to intensify the development of gastrotourism, create a competitive product and promote it in the international tourism market, it is advisable to organize a set of such measures that can effectively support and improve the sphere of gastrotourism in the country:

– expansion of the infrastructure of gastronomic tourism, that is, an increase in the number of ethnic cafes and restaurants, tasting rooms, the creation of gastronomy museums and other gastronomic premises;

– improvement of the system of education, training and retraining of specialists, development of specialized courses, mandatory practice in the process of training specialists for gastrotourism;

– active promotion of this type of tourism in the international tourism market through the publication of specialized literature, guidebooks, booklets and calendars, initiation of gastronomic festivals, holding seminars, conferences, master classes of national gastronomic traditions, distribution of advertising about the country through Internet networks;

– organization and holding of thematic cultural and recreational and cultural-educational events, festivals, exhibitions, holidays to maintain gastrotourism.

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