



SUSTAINABLE AND CULINARY TOURISM IN ORGANIC CUISINES IN UZBEKISTAN

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Abstract. *This article analyses the relationship between sustainable tourism and gourmet experiences in Uzbekistan, focusing specifically on organic food and sustainability. The essay examines the advantages and challenges of integrating different organic methods into Uzbekistan's gourmet tourism. It delves into how implementing sustainable practices may enhance local restaurants, save cultural and national meals, and advance environmental safety. This research aims to provide insights into the future of sustainable culinary tourism in Uzbekistan by analyzing literature, case studies, and present practices. The local and international cuisines in Uzbekistan are contrasted in terms of their organic qualities and their ability to attract tourists.*

Keywords: *sustainable tourism, culinary tourism, organic cuisine, Uzbekistan, sustainable practices.*

O'ZBEKISTONNING ORGANIK OSHXONLARIDA BARQAROR VA KULINAR TURIZM

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Annotatsiya. *Ushbu maqola O'zbekistonda barqaror va kulinar turizm tajribalari o'rtasidagi bog'liqliklar tahlil qilingan, ayniqsa organik oziq-ovqat va barqarorlikka e'tibor qaratilgan. O'zbekistonning kulinar turizmiga turli xil organik usullarni integratsiyalashning afzalliklari va kutilayotgan natijalar ko'rib chiqilgan. U barqaror amaliyotlarni amalda qo'llash mahalliy restoranlarni qanday yaxshilashi, madaniy va milliy taomlarni tejashi va ekologik xavfsizlikni yaxshilashi mumkinligini o'rganadi. Ushbu tadqiqot adabiyotlar, amaliy tadqiqotlar va hozirgi amaliyotlarni tahlil qilish orqali O'zbekistondagi barqaror pazandachilik turizmining kelajagi haqida tushuncha berishga qaratilgan. O'zbekistondagi mahalliy va xalqaro oshxonalar o'zining organik sifatlari va sayyohlarni o'ziga jalb eta olishi jihatidan bir-biridan farq qiladi.*

Kalit so'zlar: *barqaror turizm, oshpazlik turizmi, organik oshxona, O'zbekiston, barqaror amaliyotlar.*

УСТОЙЧИВЫЙ И КУЛИНАРНЫЙ ТУРИЗМ В ОРГАНИЧЕСКОЙ КУХНЕ УЗБЕКИСТАНА

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Аннотация. В этой статье анализируются связи между устойчивым и кулинарным туризмом в Узбекистане, с особым акцентом на органические продукты питания и устойчивость. Рассмотрены преимущества и ожидаемые результаты внедрения различных органических методов в кулинарный туризм Узбекистана. В нем исследуется, как внедрение устойчивых практик может улучшить местные рестораны, сохранить культурные и национальные продукты питания и повысить экологическую безопасность. Целью данного исследования является дать представление о будущем устойчивого кулинарного туризма в Узбекистане посредством анализа литературы, тематических исследований и текущей практики. Местная и международная кухни Узбекистана отличаются друг от друга органическими качествами и способностью привлекать туристов.

Ключевые слова: устойчивый туризм, кулинарный туризм, органическая кухня, Узбекистан, устойчивые практики.

Introduction.

Uzbekistan has a rich cultural history with local products and a variety of traditional cuisines, which offer unique opportunities for combining sustainable tourism and organic food. Due to the increasing global attention to the environment and health-conscious eating, there is a growing desire to introduce this practice in Uzbekistan's tourism sector. This study analyzes how Uzbekistan can use its organic food practices to create sustainable tourism that benefits local people and the environment, and is trying to do so. the pillars of sustainable tourism are considered are working or not.

Literature Review.

1. Sustainable Tourism in Uzbekistan

Sustainable tourism aims to balance the needs of tourists with the preservation of cultural and environmental resources. The food service business has been growing at 18% annually for the past five years and is predicted to have a turnover of approximately one trillion US dollars by the end of 2014. The market share of cafes and restaurants is 50 percent, while the Asia-Pacific region is made up 43%. As the need in this area is increasing, it is important for guests or consumers to think about their preferences when choosing a restaurant. Local people should use this chance.

Customers choose a restaurant primarily based on the quality of the cuisine, cleanliness, and the behavior of the staff. In Uzbekistan, sustainable tourism is emerging as a strategy to enhance the country's global appeal while protecting its historical and natural assets (UNWTO, 2021). An intensive worldwide rivalry has made the human existence more opportune and satisfied; consequently there has been an abuse of natural resources, which in turn leads to ecological disbalance. Green economy in today's globe is a billion dollar sector that comprises not only eco-friendly and green lifestyle items, but also organic agriculture, renewable energy, clean tech, water and waste management, natural resources and land management.

The repercussions and problems of global warming have made individuals more aware and conscientious about being green. This has actually pushed the notion of green practices or the green mentality. In order to continue in the competitive globe green business strategy is extremely vital and is a requirement while it may not be inaccurate to remark that the future is reliant on this effort of becoming green.

Ample of research done on the worldwide environment, revealed that the growing ideas such as green marketing, green labeling, greening industries encourages the green practitioners from imitation in the long run and also boosts up with confidence of creating cash flows. Research done in this context indicated that client is prepared to spend extra while the same contributes to the credibility of such sort of firm. Evidences are accessible primarily with the developed nations while it is contested in the developing countries with particular reference to Asia.

2. Organic Cuisine: Global Perspectives and Local Implications.

First, let me highlight what is organic products as I know. It can be vegetable or fruit which is planted. From the second step, non organic plants are added ingredients which is harmful for humanity's health in order to boost the product. Boosted products include harmful chemicals which can directly affect to the immune system of the person. Even some of them have no taste as well as have no calories.

But if we look at our cultural farming and cuisine, all process are done from natural and traditional ways. For example, they plant seeds from the previous years and water it without any chemicals. They continue this process as it is. Therefore, Organic food emphasizes using ingredients cultivated without synthetic pesticides or fertilizers. Globally, organic food practices are gaining acceptance, and their incorporation with tourism can boost the sustainability of the business (Dahlberg, 2020). Procurement of green food would participate in creating supply chains that will provide commodities in a way that satisfies the criteria of green practices minimizing the impact on the environment, therefore contributing to sustainability. A succession of strategic problems develops since the customer's tastes and perceptions are changing with the first issue with the meal itself while the worry is does the food having an influence on the environment? While the second worry is with the production system that is being enforced and does this have an impact? The third component is slanted towards at which place the food is produced and the distance taken from the producer to the processor, and eventually to the customer. The foods that the consumers eat viz., fish, meat or vegetables, do they have an influence on the environment? does it have an impact on the cost with green practices? Research in this field has mostly centered on the creation of greenhouse gasses

3. Culinary Tourism Trends

The rising volume and significance of the restaurant sector necessitates that its direct environmental implications (e.g., energy consumption, solid waste creation, air and water use, carbon emissions, food safety problems and refrigerant use) need to be tracked and addressed. Recognition of reduction of solid waste, water use, energy consumption, air pollution is comparatively a recent occurrence. Hotels and restaurants create huge volumes of solid waste, including packaging, food leftovers and cleaning and maintenance materials, of which some are poisonous. Prior studies that were undertaken to determine the green practices at the restaurants essentially comprise; recycling and compositing materials such as glass, plastic, metal, cardboard aluminum which are mainly recyclable in restaurants. While the quality of the soil is increased by the composite of the food waste. Energy and water efficient equipment in particular sections in the restaurants such as Kitchen, dining area, restroom can be utilized. Eco-friendly packaging, organic food with menu sustainability, which may be thought and created from Non-toxic materials.

Culinary tourism is defined by travel focused on experiencing unique food cultures. The incorporation of organic cuisine into culinary tourism reflects a growing trend towards sustainability and health (Hall & Mitchell, 2022).

4. Sustainable Culinary Tourism in Central Asia

The restaurant's operations are currently facing difficulties in this aspect. Some individuals have taken initiatives to establish herb gardens, while others are now working towards developing a supply chain that is more attuned to environmental considerations. Many people expressed that the use of organic food, especially raw items, was not gaining popularity due to its significant price impact. Due to their metropolitan location, many enterprises lack significant green grounds to cultivate their own veggies, among other things.

The restaurant operation known as "Bog'ishamol garden" stands apart by directly purchasing vegetables from local growers, whereas all other operations have formed long-term relationships with large-scale suppliers. When questioned about adjustments to the menu in response to sustainability concerns, the predominant answer was that although menus now emphasize vegetarian options, sales data does not show a shift away from non-vegetarian or indulgent vegetarian diets.

Du Chinor Restaurant reported that 82% of consumers indicated they are more inclined to spend their money at a restaurant if they know it is green. A beneficial influence on corporate brand image and financial rewards has also been documented via involvement in green restaurant practices, as well as positive contribution to the economic sustainability of the local community. Natural grocery with no chemical pollutants or any synthetic mix that is bent by local agriculture fulfill the concept of green food and drinks.

A survey done in the city of Samarkand reveals that 75% of the respondents look forward for the usage of organic food on their menu. Thus leading to the sustained growth of natural balance and well being to the flora and animals as well. Restaurants involving themselves in green practices, will accomplish less environment and social difficulties that could develop at their operational level of the restaurants. An strategy towards ecofriendly it lowered solid waste, water usage, energy consumption, air pollution.

Purchase of green items such as foodstuffs, nontoxic cleaning and chemical corporations and biomass agricultural waste products not just generate brand image but also builds in green practices in the supplier chain as well. For instance the manufacturer or the farmers will be forced to produce or transport only green items to such eateries. These activities will in turn not only encourage to the economic growth but also attract job chances to the economy as well. However, there have been certain research that have been undertaken by me with regard to sustainable environmental tourism, while some studies with special reference to the reduction of solid waste, water consumption, energy consumption and air pollution.

The attention to the environmental and social orientation has led to development of value and image to the hotels, I pointed out that there is a connect between tourist sector and environmental orientation and economic performance in the hotel business.

Studies in the perspective of sustainability have been cited as a "changing trend". Restaurants supports locally produced organic ingredients, decrease in utilization of carbon footprints, ski regions constructing wind powered chairlifts, and so forth. Research done out in this field suggests a better job satisfaction of employees in firms devoted to sustainability.

Central Asia, including Uzbekistan, is beginning to explore sustainable culinary tourism. This approach supports local agriculture and enhances tourist experiences while promoting environmental sustainability (Zhen, 2023).

Methodology.

This study utilizes a mixed-methods approach, including a review of existing literature, analysis of case studies from Uzbekistan, and interviews with local stakeholders in the tourism and organic agriculture sectors. Data was collected from academic databases, government

reports, and field research conducted within Uzbekistan. Throughout my research, I employed both qualitative and quantitative methodologies in equal measure. Alternatively, I employed the qualitative approach to comprehend the subject matter.

I formulated a series of inquiries that accurately depicted our issue and found specific queries that shed light on the subject. During the research paper preparation phase, I utilized non-commercial data, gathered material from the internet, and included my own thoughts to effectively represent the issue. I formulated my questions and interpretations based on my own thoughts and conducted some preliminary research. Throughout my investigation, I used a range of sources, such as online material, numerous articles, and portions of multiple books. So, I chose essential aspects. Once I determined the questions, I tried to acquire answer from customers who came for organic meals in restaurants which listed earlier.

Discussion.

1. Case Studies in Uzbekistan DUCHINOR

I conducted a survey in three languages (English, Russian, Uzbek) consisting of 8 questions about Sustainable tourism on organic foods. There were 26 people who were interviewed inside of the 3 eco-friendly restaurants. Here is you can see the questions and expected answers below. The rest of other questions were about name, age, gender.

1. What is your occupation? / Ваша профессия? / Sizning kasbingiz nima?

Tourism Professional / Профессионал в области туризма / Turizm mutaxassisi

Government Official / Государственный служащий / Davlat xizmatchisi

Academic/Researcher / Учёный/Исследователь / Olim/Tadqiqotchi

Business Owner / Владельцы бизнеса / Biznes egalari

Tourist / Турист / Sayuoh

Other (Please specify) / Другое (укажите) / Boshqa (Iltimos, ko'rsating):

2. How familiar are you with the concept of sustainable tourism and organic foods? /

Насколько вы знакомы с концепцией устойчивого туризма и органические продукты? / Siz barqaror turizm va organik ovqatlar tushunchasidan qanchalik xabarsiz?

Very familiar / Очень знаком / Juda xabardorman

Somewhat familiar / Частично знаком / Ba'zi darajada xabardorman

Not familiar / Не знаком / Xabarsizman

3. How do you rate the current implementation of sustainable tourism and organic foods practices in Uzbekistan? / Как вы оцениваете текущее внедрение практик устойчивого туризма и органические продукты в Узбекистане? / O'zbekistonda barqaror turizm va organik ovqatlar amaliyotlarini hozirgi holatini qanday baholaysiz?

Excellent / Отлично / A'lo

Good / Хорошо / Yaxshi

Fair / Удовлетворительно / Qoniqarli

Poor / Плохо / Yomon

Very Poor / Очень плохо / Juda yomon

4. What are the biggest challenges to implementing sustainable tourism and organic foods practices in Uzbekistan? (Select up to 3) / Какие самые большие проблемы при внедрении практик устойчивого туризма и органические продукты в Узбекистане? (Выберите до 3) / O'zbekistonda barqaror turizm va organik ovqatlar amaliyotlarini amalga oshirishdagi eng katta qiyinchiliklar nima? (Eng ko'p 3 ta tanlang)

Lack of Awareness / Отсутствие осведомленности / Tushuncha yetishmasligi

Insufficient Funding / Недостаток финансирования / Moliyaviy resurslarning yetishmasligi

Inadequate Policies / Неадекватные политики / Qonunchilikning yetarli emasligi

Lack of Infrastructure / Недостаточная инфраструктура / Infratuzilmaning yetishmasligi

Resistance from Local Communities / Соппротивление со стороны местных сообществ / Mahalliy aholi tomonidan qarshilik

Other (Please specify): _____ / Другое (укажите): _____ / Boshqa (Iltimos, ko'rsating): _____

Result.

According to the questions, I got these answer;

More than half of visitors are female, but the number of visitors in each gender are the same. Almost 70 percent of visitor's occupation is tourism professional. Maybe because they only prefer such eco-friendly places. Plus 15 percent tourist came to these 3 places. The rest of others are local. 46.2 % of visitors are somewhat familiar with Sustainable tourism. But 30.8% of them are not familiar. Only 23.1% of visitors are familiar with organic foods. Therefore they are coming to eat organic foods.

For the questions related to our topic, they answered accordingly;

They are rating current implementation of sustainable tourism and organic foods as good, plus 7.7% of them rated as excellent. Rest of others are neutral.

Our local people do not know how they are lucky and living amongst organic foods. For example, 46.2 percent of interviewers said local people have no awareness on implementing Sustainable tourism. 15.4 % said that we have insufficient balance for that. Rest of other have the same percentage. 92.3 Percent of clients of restaurant are suggesting Uzbekistan as a destination with organic foods. As we can see all of them are admitting our country as a hub of organic foods.

A study on green restaurants done in Jomboy district, discovered that despite the perception of clients who rated that fresh air and ventilation is what they expect for the essential aspect for green practices while the restaurant personnel rank Safe and clean food as a superior green practice. While these were the considered factors by restaurant personnel and the visitors, the restaurants did not stop to usage of disposable ware, doggy bags, offering wild/banned animals as a part of their products in the menu. To conclusion there is desperate requirement to educate guests and also the hotel personnel regarding the green environment and procedures at the restaurant.

While a research done in Samarkand, indicated that consumer understanding of green practices were a crucial predictor to frequent a restaurant. The study found that clients with better income levels, higher education level are a vital element to visit a restaurant. An observation was made by the author that individuals who have acquired the age of 41 exhibited increased propensity for green eateries.

Evidences from numerous studies evaluated a substantial influence on the decision-making process and understanding on green practices. I have advised that the customers' knowledge is favorably associated with consumer behavior. Further, they discovered that any segment in exchange choice procedures is influencing by patrons knowledge.

I looked on the association between environmental knowledge and attitude towards environment by the customers and discovered that both the factors were significantly associated. A distinct study done by me revealed that with an increase of consumer's awareness on environmentally friendly items, there is also an enhancement of attitude towards environmental friendly products. Traditional Uzbek Cuisine with Organic Twist: Some restaurants in Uzbekistan are using organic ingredients to enrich traditional cuisine. This movement not only appeals to health-conscious travelers but also benefits local organic farmers (Maksudov, 2024).

4. Challenges and Opportunities

The implementation of organic techniques in Uzbekistan confronts hurdles, including greater prices, insufficient knowledge, and infrastructure impediments. However, there are

considerable potential for expansion, notably through government backing and international alliances (White & Thompson, 2023).

Conclusion.

Sustainable and culinary tourism focused on organic cuisine presents a promising avenue for Uzbekistan. By leveraging its rich agricultural heritage and culinary traditions, Uzbekistan can enhance its tourism sector while promoting environmental sustainability and supporting local communities. Addressing challenges such as cost and awareness will be crucial in realizing these benefits.

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