



GASTRANOMIYANING TURIZM RIVOJLANISHIDAGI AHAMIYATI

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Annotatsiya. Gastronomiya turizmda katta boylik hisoblanadi. Bu mamlakatlar madaniyati va an'analarining bir qismi. Yaxshi oshxona hamma uchun qiziqarli, chunki hamma yaxshi va mazali taomni tatib ko'rishni xohlaydi. Ko'p odamlar faqat gastronomik maqsadlarda sayohat qilishadi. Oziq-ovqat insonning asosiy ehtiyojidir va u sayohatga qaror qilishda asosiy turtki bo'lishi mumkin. Shuning uchun tadqiqotda gastronomiya va uning turizmdagi rolini o'rganildi.

Kalit so'zlar: gastronomiya, turizm, gastronomik turizm, turist, madaniyat, oziq-ovqat.

ЗНАЧЕНИЕ ГАСТРОНОМИИ В РАЗВИТИИ ТУРИЗМА

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Аннотация. Гастрономия является большим преимуществом в туризме. Это часть культуры и традиций этих стран. Хорошая кухня – это удовольствие для всех, потому что каждый хочет попробовать хорошую и вкусную еду. Многие люди путешествуют только с гастрономическими целями. Еда – это основная потребность человека, и она может стать основным мотиватором решения о путешествии. Поэтому в исследовании рассматривалась гастрономия и ее роль в туризме.

Ключевые слова: гастрономия, туризм, гастрономический туризм, турист, культура, еда.

IMPORTANCE OF GASTRONOMY IN THE DEVELOPMENT OF TOURISM

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Abstract. Gastronomy is a great asset in tourism. It is part of the culture and tradition of these countries. Good cuisine is fun for everyone, because everyone wants to taste good and tasty food. Many people travel only for gastronomic purposes. Food is a basic human need and it can be the main motivation in the decision to travel. Therefore, the study examined gastronomy and its role in tourism.

Key words: gastronomy, tourism, gastronomic tourism, tourist, culture, food.

Introduction.

Gastronomy plays an important role in the development of tourism. Gastronomy is part of culture; shows the customs and values of peoples. Tourists get to know the cuisines of different countries during their travels. Sometimes for tourists, gastronomy plays a decisive role in making travel decisions. It also has a significant impact on tourists' overall travel satisfaction. Thus, the issues of gastronomy and tourism are very important for the development of the gastronomic brand and the development of tourism.

The purpose of the article is to study the importance and role of gastronomy in tourism. Along with the analysis of the literature on this topic, the article examines the importance of gastronomy for tourists, their food preferences and opinions about local food in the place of travel.

Food plays an important role in the development of tourism services, as it accounts for 30% or more of tourism expenditure.

Gastronomy, which is one of the physical needs in today's world and is connected with the developing tourism sector, food and beverage industry, is developing day by day. Almost all tourists prefer to eat out, regardless of which hotel they stay in, whether or not they provide food and beverage services; and are interested in learning about and tasting the local cuisine of the place they travel to. In this context, local food has become an important tool for tourists to know and learn more about the culture of the region (Gyimothy, Rassing and other, 2000).

Tourists are increasingly interested in visiting a region to gain a new cultural experience, or to try the local cuisine and various flavors of that region. As a result, reasons such as tasting the local food of that area, watching the production steps and tasting the local food prepared from the raw materials available only in that area are among the main reasons influencing tourists today. This will help the sustainability of regional resources, as well as alternative tourism facilities that can be built in regions where food culture is a priority (Yuncu, 2010).

Literature review.

The word gastronomy is derived from the words "gastros" and "gnomos" (Greek for "stomach" and "knowledge or law"). Another word is cooking, that is, dishes, food, food preparation techniques (Kivela & Crofts, 2006). Culinary is the Latin word "culina" which means kitchen or cooking, it refers to ingredients, prepared foods, drinks, production process (Montanari, Staniscia, 2009). Gastronomy is related not only to food, but also to drinks (Cañizares & Guzmán, 2012).

In 1998, the term "culinary tourism" was first used to describe the idea of learning about other cultures through food and wine. According to Wolf, "culinary" and gastronomic tourism is "travel to seek and enjoy prepared food and drink, unique and unforgettable gastronomic experiences" (Wolf, 2002).

Gastronomy is an integral part of culture, and tourists want to experience the "taste" of the region they visit (Bessiere, 1998).

Although "gastronomy" is defined in many sources as the art of eating and drinking, it is actually directly related to chemistry, literature, biology, geology, history, music, philosophy, psychology, sociology, medicine, nutrition and agriculture, and other disciplines are interrelated branch of art and science (Kivela & Crofts, 2006). Boyne, Williams, and Hall note that "the interrelationships between tourism and gastronomy are many and deep (Boyne, Williams & Hall, 2002). Tikkanen believes that the pleasant experience of eating is always one of our basic physiological needs (Tikkanen, 2007). Henderson and Alonso (2010) note that gastronomy serves as an important tourism resource. Local cuisine of the region can be a motivating factor among tourists looking for unique experiences, and it is during these activities that tourists get to know the culture of their hosts (Henderson, 2009).

As the tourist's motivation revolves around food, experiencing new tastes, and learning about history or culture, it becomes gastronomic tourism (Hall, Sharples and other, 2003).

Thus, gastronomy is a primary need for all tourists to eat during their trip, and some good food can be the main motivator for tourists to visit the area again and share their food impressions with their friends (Hall, Sharples and other, 2003).

Gastronomic tourism includes visiting food producers, food and drink festivals, restaurants and special places associated with some special food, seeing how a certain food is prepared and also tasting the special food includes cooking, preparing it, or eating a special dish from a very famous chef (Hall, Sharples and other, 2003).

McKercher divides the market into three subgroups. The first group tries to taste local food for gastronomic reasons, which influences their decision to travel. Their life activity is related to gastronomy. The second group includes tourists for whom food is important, but not so important. It has an important role, but gastronomic issues do not influence the travel decision. For the last group of tourists, gastronomy has no importance in their trip (McKercher, Okumus and other, 2008).

There are only three types of gastronomy tourists for Shenoy. The first group is culinary tourists, for whom food is important, and they are particularly interested in food-related activities during their vacations (Shenoy, 2005).

Tourists of the second group try local food, but are not as interested as culinary tourists. The third group is the general tourist group, which is considered to be the opposite of culinary tourists in terms of their gastronomic interests.

According to the study by Kivela and Krotts (2006), gastronomy is considered as a modern cultural resource and therefore it fulfills all the traditional requirements of cultural tourism products.

Their research showed that motivation to travel for gastronomic reasons is a valid construct for market segmentation purposes.

In addition, gastronomy plays a very important role in the visitor's experience of a destination and therefore travelers want to return to that place to enjoy its unique gastronomy.

In addition to gastronomic tourism being interest tourism, gastronomic tourists are considered cultural tourists at the same time by studying the cultural characteristics of the host region due to the local dishes of that region (Akgol, 2012). Gastronomic tours, organized to introduce the region's food and dining culture, which play an important role in the experience and choice that tourists can have in the region, play an important role in increasing the region's popularity. Some of these regions have more developed wine tourism in France, Australia, South Africa, Italy, America, England, etc.; Canada is known for its beer tourism, while Italy is famous for its famous dishes such as pasta and pizza. In addition, all these places have been known as gastronomic destinations for many years, along with the Tuscany region of Italy, the Napa Valley in California, the USA, South Africa, Australia, the Champagne and Burgundy regions of Chile and France. As for Turkey, it is usually famous for kebabs and doner kebabs (special meat dishes) (McKercher, Okumus and other, 2008). From the point of view of the research carried out so far, the desire to know and taste Turkish cuisine ranks fifth among the motives of foreign tourists visiting Turkey (Arslan, 2010).

Research methodology.

The study aims to explore the perception and motivation of buying local food in tourist destinations. It was intended to achieve the goal of the research by collecting and analyzing primary information. The questionnaire consists of two parts: the requisite and the main part. 5 questions were made in the requisite part and 7 in the main part. The questions were written in English for the purpose of conducting the survey at the international level.

Questions (main part):

What do you think the word gastronomy means?

Do you think the food in a tourist area influences the decision of tourists?

When you travel abroad, do you prefer to eat local food or international food (KFC, McDonald's)?

Do you think the price of food in a tourist area affects the image of the area?

How important is the gastronomic experience to your travel satisfaction?

How important is the gastronomic motive when choosing a place to travel?

In order to avoid unnecessary costs, the questions were presented to the respondents online and the answers were accepted.

Analysis and discussion of the results.

A total of 88 respondents from Uzbekistan, Russian Federation, Turkey, Indonesia, India, USA, Canada, France, Great Britain, Italy, Sweden, Portugal took part in the survey. 56.68% of them are men and 43.32% are women. Since the survey was conducted online, most of the respondents are young people. 76.14% of them are 15-25 years old, 19.32% are 26-35 years old, 3.41% are 36-45 years old, and 1.14% are 46-55 years old respondents.

6. What do you think good cuisine of the destination is important for tourist decision

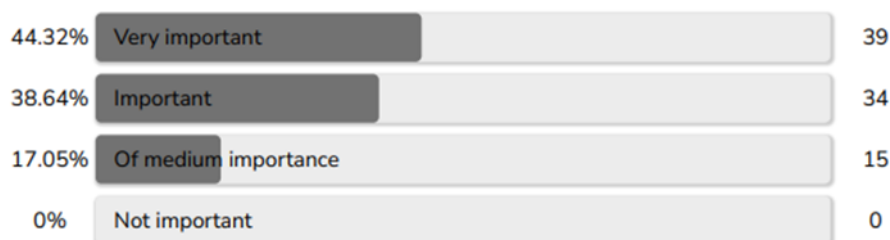


Diagram 1. The importance of good food in tourist areas for tourists⁶⁴

⁶⁴ Prepared by the author based on survey results.

As shown in the first diagram, good food in the tourist area is significant for tourists ("very important" for 44.32%, "important" for 38.64%, "of medium importance" for 17.05% of them).

7. When you travel to other country, do you prefer local or international food?



Diagram 2. Preference for local or international cuisine⁶⁵

According to the second diagram, 44.32% of the respondents confirmed that they prefer both international and local food, and 26.14% prefer to enjoy the local food of the tourist area, and 25% prefer international food. confirmed that they prefer fast food, and 4.55% of them eat food they have prepared at home during the trip.

8. What do you think about the impact of food prizes of the destination?

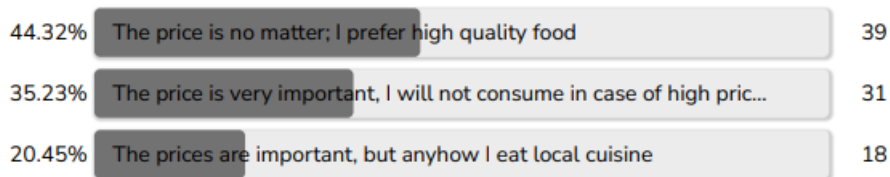


Diagram 3. The effect of the price of food in a tourist area on tourists⁶⁶

Regarding the effect of price on tourists, 44.32% of respondents prefer high-quality food regardless of price, 35.23% are price sensitive when purchasing food, and 29.45% Although the price of food is important, they prefer local food.

9. What is the meaning of gastronomy (in your opinion)



Diagram 4. The meaning of gastronomy⁶⁷

⁶⁵ Prepared by the author based on survey results.

⁶⁶ Prepared by the author based on survey results.

⁶⁷ Prepared by the author based on survey results.

According to diagram 4, the meaning of gastronomy is culture and art of cooking according to 32.95% of respondents, part of local culture and traditions according to 21.59% of respondents, 20.45% of respondents according to their opinion, just food, according to 13.64%, the art of eating and drinking, according to 3.41%, it is not important.

10. How important is gastronomy in your motivation to travel?

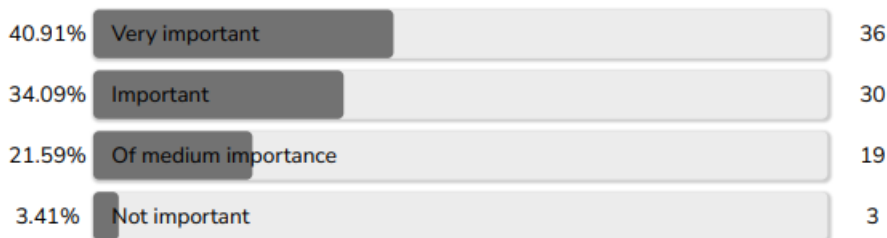


Diagram 5. Importance of gastronomy in the tourist motive⁶⁸

According to 40.91% of respondents, gastronomy is a "very important" factor in the tourist's travel, according to 34.09% of respondents, it is an "important" factor, according to 21.59% of respondents, it is a "of medium importance" factor, 3, According to 41%, it is a "not important" factor.

11. How important is the gastronomic experience in the satisfaction of your trip?

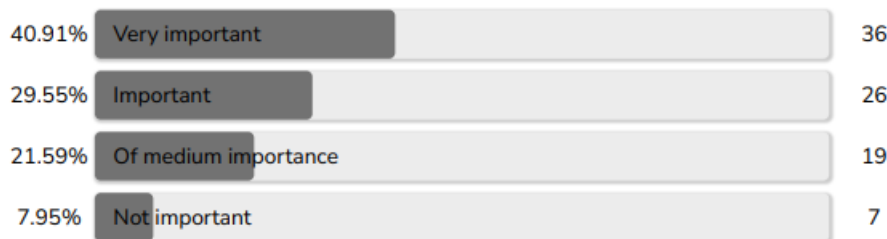


Diagram 6. Importance of gastronomy in travel satisfaction⁶⁹

According to 40.91% of the respondents, the importance of gastronomy is a "very important" factor, according to 29.55% of the respondents, it is an "important" factor, according to 21.59% of the respondents, it is a "of medium importance" factor. , according to 7.95%, it is an "not important" factor.

12. How important is the search for gastronomic experiences when choosing a destination to visit?

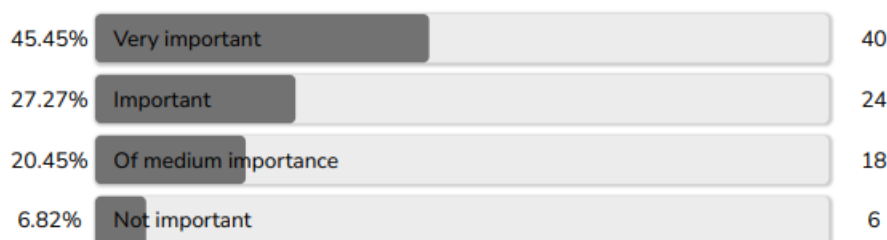


Diagram 7. The importance of gastronomy when choosing a place to travel⁷⁰

⁶⁸ Prepared by the author based on survey results.

⁶⁹ Prepared by the author based on survey results.

⁷⁰ Prepared by the author based on survey results.

According to 45.45% of the respondents, the importance of gastronomy is a "very important" factor for the tourist to decide where to travel before the trip, for 27.27% of the respondents, it is an "important" factor, and the opinion of 20.45% of the respondents, it is "of medium importance" factor, according to 6.82% it is "not important" factor.

Conclusions and suggestions.

Gastronomy plays a really important role in tourism. Many tourists choose to go to a future travel destination because of its local cuisine, for example, many people want to try different foods cooked in famous cuisines of Spain, Italy, etc., or participate in famous food and drink festivals. Although tourists do not travel for the main gastronomic purpose, they eat local food. For many people, gastronomy is a part of the culture and traditions of a place and nation, which they get to know through the cuisine. Many people consider gastronomy to be the art of cooking, because different cooking methods have a great effect on the taste of food. Our analysis has shown that good cuisine of a destination is very important to people and most of them prefer to eat the local food of the destination while traveling.

In addition, the relationship between prices and importance showed that people eat local foods of the tourist area despite the high prices, and for many people, the price is not important because they have traveled where it is not available in their own country.

Also, the analysis showed that the cuisine of the place of visit affects the level of satisfaction. If people don't like the food, they will be less satisfied. Famous cuisines and foods such as Spanish, Italian, Greek, French are popular, but the foods of less known countries are also interesting for tourists and many people travel to discover new places, new cultures, new cuisines and new traditions.

Thus, we can conclude that gastronomic tourism is a flourishing type of tourism. Gastronomy can develop tourism, so it is important for each country and nation to evaluate its national gastronomic traditions and prepare tourist packages based on it, create a gastronomic brand of the destination and present it as part of its culture.

Countries should have a plan for the development of gastronomic tourism, in which a gastronomic map of the country will be introduced. Gastronomic tourism can contribute to the achievement of sustainable development goals.

Gastronomic tourism is the driving force of economic development, creation of new jobs, increase of income of people working in this field, etc. It was concluded that in order to meet the needs of tourists, countries should conduct research on understanding the motivation and behavior of consumers and create a gastronomic tourism product based on it. In addition, educational organizations must train highly qualified professionals for the field, because the skills of employees have a great impact on the level of service, which in turn affects customer satisfaction. Therefore, it is necessary to carry out extensive work in many areas on the development of gastronomy tourism of the countries.

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