

UZBEKISTAN'S FOOD TOURISM: CULINARY HERITAGE AND PROMOTION*Tajibayeva Ozoda Rashid kizi**"Silk Road " international university of tourism and cultural heritage**Master's degree student**azolinatajibaevaf@gmail.com +998507757024*

Abstract:As world practice shows, gastronomic tourism has proven itself to be a rather profitable item of the national economy, and it is no coincidence that even those countries whose gastronomic culture was previously unknown to man have taken up its development. Absolutely all countries have the conditions for the development of gastronomic tourism, and this is a unique distinctive feature of this type of tourism. Also, gastronomic tourism is not a seasonal holiday; a suitable tour can be approved for any time of the year. Culinary tourism is, to one degree or another, an integral part of all tours. But unlike other types of tourism, acquaintance with national cuisine becomes the main motive, goal and element of a gastronomic trip. Promotion of local farms and food producers is an integral part of any gastronomic tour. Buyers of gastronomic tours need to decide on the concept of the trip in advance. You can simply go to a country famous for its centuries-old culinary traditions and get acquainted with its attractions - both edible and all the rest.

Key words:International tourism , labor productivity , economical and social activities, gastronomic tourism, gastronomic culture, national cuisine.

Introduction

Gastronomic tourism, defined as travel motivated by the desire to obtain unique and unforgettable culinary experiences, has gained significant popularity in recent years around the world. Gastronomic tourism is a type of tourism, the main goal of which is to get to know a particular country through the prism of national gastronomy. For a gastronomic tourist, food is, first and foremost, a cultural category. From this position, traditional cuisine is perceived in connection with history, religion, economics, politics, customs, legends and other factors that shape the unique cuisine of local residents, during carnival and harvest, at the table and simply on the street" [1].

Gastronomic tourism is a niche sector of the tourism industry that takes advantage of the growing global interest in food culture and culinary heritage. Countries known for their distinctive cuisine, such as France, Italy and Japan, successfully use their culinary traditions to attract millions of food lovers every year. In this context, Uzbekistan, with its rich and diverse food culture, is well positioned to become a significant player in the global gastronomic tourism market. Uzbekistan's culinary heritage is a tapestry woven from centuries of cultural exchanges and influences along the ancient Silk Road. The country's strategic geographic location at the crossroads of Central Asia has turned it into a melting pot of culinary traditions, blending Persian,

Turkish, Russian and Mongolian cuisines. Signature dishes such as plov (a rice and meat plov), samsa (a savory pastry) and lagman (a noodle soup) showcase the country's rich gastronomic repertoire, which is capable of captivating the palates of tourists seeking authentic and diverse culinary experiences.

Despite its culinary richness, the gastronomy tourism sector in Uzbekistan remains underdeveloped compared to other countries with well-developed food tourism infrastructure. The existing tourism industry in Uzbekistan is largely focused on cultural and historical attractions, such as the ancient cities of Samarkand, Bukhara, and Khiva, which are renowned for their architectural wonders and historical significance. However, integrating gastronomy experiences into broader tourism offerings could significantly enhance Uzbekistan's attractiveness as a tourism destination, providing visitors with a more holistic and immersive experience.

Main Body

The goal of gastronomic tours is to enjoy the special features of the cuisine of a particular country. However, this goal is not limited to trying some rare, exotic dish or trying countless dishes. It is important to enjoy the local recipes, which for centuries have absorbed the traditions and customs of local residents, their cooking culture. A gastronomic journey is a palette with which a tourist can paint his or her own idea of a particular country. Food reveals the secret of the spirit of the people, helps to understand their mentality. So, gastronomic tourism is a journey across countries and continents to get acquainted with the special features of local cuisine, culinary traditions, with the goal of tasting a dish or product that is unique to the visitor. However, a gastronomic tour as a service is more than just a trip, as it is a well-thought-out complex of events for tasting traditional dishes of a certain area, as well as individual ingredients that are not found anywhere else in the world and have a special taste.[2]

A gastronomic tour to Uzbekistan is a unique opportunity to get acquainted with the diversity of national dishes, which necessarily contain a piece of the soul of the cook (chef), as well as fragrant oriental spices that add piquancy, exuding a very tempting aroma.

Uzbek cuisine is one of the most colorful in the East. Some of its recipes have a history that goes back centuries.

Going on a gastronomic tour to Uzbekistan, you will not only enjoy exquisite, tasty and aromatic dishes of Uzbek cuisine, but also learn the art of preparing its main masterpieces, thereby touching the centuries-old history of the good-natured and hospitable Uzbek people:

- famous throughout the world, the king of the eastern dastarkhan - the legendary plov;
- delicious samsa in a oven;
- traditional breads;
- hot and rich shurpa;

- oven meat;
- shashlik and much more.

Uzbek cuisine is the richest treasure trove of Central Asia. The mixture of Persian and Turkic culinary traditions, as well as the advantageous geographical location at the crossroads of trade routes, made its recipes very diverse in both products and cooking methods. They are passed down from generation to generation and preserve the unique heritage of each region.

Uzbek cuisine is one of the most famous not only in the CIS: national restaurants are located in the largest cities of the world and enjoy constant popularity. However, if you want a complete immersion in the universe of authentic tastes of Uzbekistan, then we strongly recommend planning a trip along the main gastronomic routes of the republic.

Tashkent

The capital of Uzbekistan is an ideal place to start a gastronomic tour. Here you can try the most famous Uzbek dishes. Tashkent is famous for its meat, vegetable and fruit markets, where you can buy fresh products.[4] The city is full of establishments: numerous cafes, restaurants, canteens, teahouses are always glad to see a guest and offer their own interpretation of national classics. If we are talking about classics, then where would we be without the visiting card of Uzbekistan? Guess a simple riddle: this dish is prepared on the day of meeting a newborn, decorates the wedding table, treats guests. Almost every family in Uzbekistan prepares it at least once a week, it is included in the menu of every cafe and restaurant offering local cuisine. Of course, this is Majesty Plov. Both in Tashkent and throughout the republic, small catering establishments specializing only in the preparation of plov are widespread - "Osh Markazi".



In Tashkent people will find pilaf for every taste and of any kind, but the most popular among Tashkent residents is the local wedding pilaf. A distinctive feature of Tashkent pilaf, in addition to the technological features of its preparation, is the presence of chickpeas, raisins and

the use of the Laser rice variety. Wedding pilaf is decorated with pieces of kazy, boiled quail eggs.

Kuza shurpa is very popular in Tashkent. The main difference between Tashkent kuza shurpa and the traditional one is that the dish is cooked in the oven, stove or tandoor with a closed lid. Samsa will be an excellent snack.

Residents of the capital are ardent connoisseurs of meat dishes: the most delicate kabob of beef and lamb, sprinkled with chopped onions and fresh herbs, naryn, chicken tabaka are popular here all year round.

Every year, more and more fast food restaurants open in Tashkent: local fast food is in demand by absolutely everyone. The most popular are doner kebab - a hamburger based on thinly sliced pieces of meat, doner lavash and burgers based on cutlets or beefsteaks.

People can talk about the delights of the capital endlessly, but you can't forget about other cities-pearls of Uzbek gastronomy.

Samarkand

Samarkand is one of the oldest cities in Central Asia, famous for its unique architecture, rich culture and diverse cuisine. There are legends about local flatbreads. It is believed that it is impossible to get the same taste by cooking it elsewhere. They say that it is due to the local climate and air.

Samarkand layered samsa is also different, you can't confuse it with anything else – it is very layered, and juicy inside.

Everyone who visits this magical city should definitely treat themselves to excellent local pilaf. It is different in the way it is prepared: the layers are not mixed in a cauldron, even zirvak. Serving is the opposite of the order: rice at the bottom, then vegetables and meat. Samarkand pilaf is considered dietary, because it is easily digestible.



There is a legend that its recipe, which has remained unchanged to this day, was once tested and appreciated by Alexander the Great during his campaigns.

Another popular dish in the region is lagman: an ideal choice for lovers of soups and piquant flavor combinations. And to refresh yourself on a hot day, Samarkand salad is perfect: it is prepared from fresh vegetables (tomatoes, cucumbers, bell peppers), aromatic greens and spicy spices.

The delightful atmosphere and original cuisine of the ancient city are guaranteed to please every guest. By the way, according to one version, the name Samarkand has Sogdian origins - it is a distorted "smarakanva", which means something like "a city where roads converge". At the very least, gourmet roads should converge here. Another must-see location for travel, without which the ensemble of gastronomic Uzbekistan will be incomplete.

Bukhara

Bukhara was an important point on the Great Silk Road and throughout its history remained not only a holy city where philosophers, scientists and poets lived and worked, but also one of the capitals of trade. Its own unique gastronomic flavor has formed here, for which tens of thousands of tourists come here every year.

Traditional dishes of the region are haleem, vaguri, Gijduvan shashlik, Bukhara pilaf, Alat samsa.

Haleem is a meat dish resembling a thick cream soup. It is prepared from lamb, boiled wheat, vegetable oil, onions with the addition of salt and spices. Halim is prepared for the holiday of Navruz and other special occasions. It has long been considered a ritual dish. Experienced masters cook it in large cauldrons. Khalim is tasty, high-calorie and so filling that the famous chef Stalik Khankishiev called the dish "lunch for the big guys".

Vaguri is the meat of a young lamb. It is salted and marinated in carbonated water, fried in hot oil 2 times. The meat is elastic, but at the same time melts in your mouth. It is prepared as a main course or an appetizer.



Gijduvan shashlik is chopped lamb shashlik without adding bread or other astringent components. The secret of Gijduvan shashlik lies in the repeated freezing of minced meat.

Bukhara plov, also known as osh sofı, involves an unusual method of preparation: rice, meat and vegetables are not mixed. The pilaf is cooked in a copper cauldron: in Uzbekistan, Bukhara was and remains one of the main centers of copper processing.

Alat samsa is named after the region in which it is prepared. It is not aged in a tandoor, but in an oven. The dough used is unleavened, the filling must necessarily contain tomato and minced meat. The inside of the samsa is juicy, and the outside is thin and crispy.

Conclusion

Uzbekistan's food tourism is a testament to its rich cultural heritage and deep-rooted culinary traditions. By showcasing iconic dishes like plov, samsa, and lagman, as well as promoting its tea culture and hospitality, the country offers a unique and authentic travel experience. Strategic initiatives, such as food festivals, culinary tours, and international recognition through UNESCO, have helped place Uzbekistan on the global culinary map. As more travelers seek immersive experiences, Uzbekistan's vibrant cuisine serves as a gateway to exploring its history, culture, and warm traditions, ensuring it remains a compelling destination for food enthusiasts worldwide.

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