✓ turistik markazlarda ijtimoiy va ishlab chiqarish infrastrukturasini rivojlantiradi;
✓ xalq hunarmandchiligi markazlari faoliyatining rivojlanishini tezlashtiradi;
✓ mahalliy aholi yashash darajasining o‘sishini ta’minlaydi;
✓ valyuta tushumlari miqdorining o‘sishiga yordam beradi.

Xulosa sifatida shuni aytish mumkinki, turizm sohasi rivojlangan va rivojlanayotgan mamlakatlar iqtisodiy taraqqiyotining kuchli katalizatori bo‘lib, chet el valyutasi va sarmoyalari oqimini ta’minlaydi, unga yaqin bo‘lgan sohalarning tez o‘sishiga ko‘mak beradi va mamlakatning dunyo hamjamiyatidagi obro‘ini oshiradi.

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OPPORTUNITIES FOR DEVELOPING GASTRONOMY TOURISM IN UZBEKISTAN

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Abstract. Gastronomy tourism is one of the important sectors of the modern tourism. Many tourists come to taste local dishes and find new flavors. Food is one of the basic human needs and gastronomic experiences can be an important motivation for travel. The article is devoted to the opportunities for the development of gastronomy tourism in Uzbekistan and its importance for the tourism sector. Uzbekistan has a great potential for gastronomic tourism due to the rich national cuisine and gastronomic traditions. The research examines the possibility of creating gastronomic tours, festivals, master classes on cooking, and promotion of traditional national dishes. The development of gastronomy tourism can increase the tourist attractiveness of Uzbekistan, promote national culture and contribute to the development of the local economy.

Key words: gastronomy tourism, Uzbekistan, regional dishes, gastronomy, culinary, Uzbek cuisine.

Introduction

Food is one of the important aspects of human life and has a great impact on tourism. In addition to visiting historical sights, tourists often want to taste the local cuisine and find out the culinary traditions of the places they visit. Gastronomy tourism allows visitors to taste and cook traditional dishes, to experience local culture. Moreover, it could help local businesses and keep culinary heritage alive.

Uzbekistan has an extensive culinary tradition that reflects its history and cultural identity. Traditional dishes such as plov, somsa, manti, lagman and shashlik are an important part of the national cuisine. There are also specialties of different regions that can attract tourists interested in local food and culture. Therefore, the development of gastronomic tours, food festivals and cooking classes can provide new opportunities for tourism and strengthen local economy.

The objective of this paper is to study the prospects for the development of gastronomy tourism in Uzbekistan. It is dedicated to the national cuisine of the country, regional culinary traditions and ways to promote traditional dishes to domestic and international tourists. The development of gastronomy tourism can help preserve cultural heritage, support local businesses and increase the attractiveness of Uzbekistan as a tourist destination.

Literature review

The word gastronomy originates from Greek and means knowledge of the stomach. Over time, this knowledge developed into the study of cooking and food preparation and gradually spread across different countries. Kivela and Crotts made an important contribution to the study and development of gastronomy.

Gastronomic tourism, according to Hall and Sharples (2003), is the experience of going to eateries, food festivals, and food producers in addition to watching and taking part in food production. Through these activities, visitors can get a firsthand look at local customs. Additionally, they can assist market local goods and give local entrepreneurs possibilities. Cultural tourism and gastronomy tourism are closely related since food symbolizes the customs, way of life. Since food embodies the customs, way of life, and cultural identity of local people, gastronomy tourism and cultural tourism are closely related. Akgol (2012) asserts that regional food provides visitors with an opportunity to learn about the local culture. Gastronomic tours can enhance a destination's allure and memorability by introducing tourists to regional culinary customs and dining culture.

Numerous locations worldwide have effectively developed tourism around their culinary delicacies. Pasta and pizza are linked with Italy, while kebabs and döner kebabs are associated with Turkey.

Regional Culinary Traditions of Uzbekistan

Uzbek cuisine is one of the most diverse national cuisines in Central Asia. Culinary traditions shaped over centuries by the region's settled and nomadic peoples have blended to create a unique array of delicious dishes. Today, these traditions form the foundation of Uzbekistan's rich and distinctive national cuisine. Uzbek food

is rich in a variety of product and spice combinations that have been tried and refined over ages, ensuring that dishes have a genuinely unique flavor and scent. In addition, it is difficult to go hungry in Uzbekistan. First of all, the nation is well known for welcoming visitors with open arms. Second, there is something for every palette in the wide variety of dishes that make up Uzbek cuisine, which is a true art form.

Meat, cereals, wheat, fruits, vegetables, greens, and spices are all common ingredients in Uzbek cuisine. Lamb, beef, chicken, and fish are among the meat varieties utilized. Products high in fiber and animal and plant proteins form the basis of Uzbek cuisine, which makes the food wholesome and well-balanced. Uzbek food is not too greasy, unlike what many people think. Although Uzbeks love fatty meats and tail fat, not all of their national dishes have these components. Avoid overindulging and use vegetable salads to counterbalance the main courses.

In addition to being one of the most well-known dishes in Uzbek cuisine, plov is a major draw for travelers from all over the world. To sample this traditional dish, a lot of people travel to Uzbekistan. Both Samarkand and Tashkent plov have distinctive qualities of their own. Also, Samarkand is also famous for its traditional bread, which has a long history and is associated with various local stories and traditions.Various gastronomic tours and tasting of national dishes in restaurants can help a traveler to get well acquainted with the local cuisine. In Jizzakh be sure to try the local specialty samsa. Meanwhile, Khorezm is famous for shvit oshi and tuxum barak. Khorezm is visited by many tourists only for the sake of tasting these dishes.Qashqadaryo and Surxondaryo are renowned for their meat-based dishes, which can be introduced to tourists through various festivals and local culinary experiences.Promoting these national dishes helps preserve culinary traditions, supports entrepreneurs, and contributes to the enrichment and development of gastronomic tourism in Uzbekistan.

Suggestions and Conclusion

Several recommendations can be offered to develop gastronomy tourism in Uzbekistan. Firstly, it is needed to create more modern restaurants that will meet all the requirements. Local markets need to be developed to be more attractive to customers. Secondly, it is necessary to organize cooking masterclasses and short-term courses for tourists to learn how to make traditional national dishes. Moreover, local products should be promoted and branded abroad, and their quality should be improved through certification. Modern technology can also be used in gastronomic tourism. Apps, websites, online reservation systems, QR-code menus and orderings, and food delivery services can help tourists get to know local cuisine, choose a restaurant, and study traditional dishes.

In conclusion Uzbekistan has great opportunities for developing gastronomy tourism because of its extensive culinary heritage and regional diversity. Improving restaurant services, organizing gastronomic festivals and cooking classes, introducing modern technologies and promoting local cuisine internationally are important for the development of this sector of tourism. Such activities can lead to an increase in the tourist flow, improve the work of local businesses, preserve culinary traditions and strengthen the position of Uzbekistan as an attractive gastronomic destination.

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THE IMPACT OF CULTURAL TOURISM ON LOCAL IDENTITY AND REGIONAL DESTINATION COMPETITIVENESS

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Abstract. Culture is one of the main reasons people travel. For regions, it is also something that other places cannot copy. This paper looks at two sides of cultural tourism. The first is its effect on local identity: it can help people keep their traditions, but it can also turn them into a show for visitors. The second is its effect on the competitiveness of regional destinations. The paper is based on a literature review and on data of the Statistics Agency of Uzbekistan. It shows that cultural tourism strengthens both identity and competitiveness when local people take part in presenting their own culture and when cultural resources are supported by good management and services. In Uzbekistan cultural resources are rich, but leisure tourists made up only 12% of foreign visitors in 2023, which shows a large unused potential.

Keywords: cultural tourism, local identity, authenticity, commodification, destination competitiveness, regional tourism, Uzbekistan.

Introduction