

PLANNING AND MANAGEMENT OF GASTRONOMY TOURISM IN THE TERRITORY

Tulaeva Khamida Umedovna
Teacher

Alimova Shakhnoza Oktyamovna

Teacher Tourism and hotel management department, Faculty of Economy and Tourism Bukhara State University, Bukhara, Uzbekistan

Abstract:

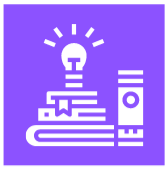
Gastronomy is one of the elements incorporated in a new concept of cultural heritage and cultural tourism, driven by growing trends of a well-being lifestyle, authenticity, environmental protection and the need to have a high-quality experience. This article will discuss the main aspects in planning and management strategy for development of gastronomic tourism destinations.

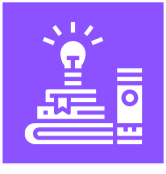
Keywords: gastronomy, food tourism, culinary, economic development, gastronomic tourism, destination.

Introduction

Gastronomy tourism is one of the emerging concepts in the tourism arena and it is an area which has been rarely researched. Gastronomy tourism has been evolved through local food and beverages and major component of the tourist's budget is allocated for food and beverages when travelling. Since there are many unaddressed opportunities which are associated with gastronomy which can be utilized to enhance the country's or region's economic development, it is necessary to identify the sub components which are associated with gastronomy tourism, how it is associated with destination branding and the challenges associated with gastronomy.

As competition between tourism destinations increases, local culture is becoming an increasingly important source of new products and activities to attract and amuse tourists. Gastronomy has a particularly important role to play in this, not only because food is central to the tourist experience, but also because gastronomy has become an important source of identity formation in postmodern societies. More and more, 'we are what we eat', not just in the





physical sense, but also because we identify with certain types of cuisine that we encounter on holiday.

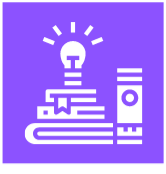
As tourists become more mobile, so does the food they eat. The comfortable association of certain foods with certain regions is being challenged by the growing mobility of food, culinary styles and the increasing de-differentiation of dishes and cuisines. Far from producing an homogenized gastronomic landscape, the tension between globalization and localization is producing ever more variations.

Literature review

The word gastro is derived from the words “gastros” which means stomach and “gnomos” which means knowledge or law in Greek. Apart from gastronomy, the word culinary is a word used as a country or a places dishes, food, food preparation techniques and mostly used under the gastronomy literature. Also, culinary is a Latin word “Culina” that means kitchen or cooking and used also for meal, food, and dish and it refers to ingredients, foods that are prepared, beverages, production process, the activities. And gastronomy is not only about food but also about beverages.

For many of the world’s billions of tourists, returning to familiar destinations to enjoy tried and tested recipes, travelling further afield in search of new and special cuisine, gastronomy has become a central part of the tourism experience. Against this background, food tourism has gained increasing attention over the past years. Tourists are attracted to local produce and many destinations are centering their product development and marketing accordingly. With food so deeply connected to its origin, this focus allows destinations to market themselves as truly unique, appealing to those travelers who look to feel part of their destination through its flavors. In pandemic time, today tourism throughout the world is suffering from lock down. But there is a solution: making virtual tours and attracting more people to the country.

Gastronomy tourism forms an integral part of local life and is forged by the history, culture, economy and society of a territory. This bears the natural potential to enrich the visitor experience, establishing a direct connection to the region, its people, culture and heritage. The interest in gastronomy tourism has grown in recent years alongside its intrinsic promotion of regional identity, economic development and traditional heritage. Having identified its



competitive edge, more and more destinations around the world are looking to position themselves as destinations for gastronomy tourism.

In order to achieve high potential of tourists a destination for gastro-tourism should have several aspects and a strategy. According to the Guideline by UNWTO, the destination's gastronomy tourism strategy should be built around the following four pillars:

1. The tourism development model: the mission and vision, the main inspiring principles and the strategic goals of the destination;
2. The territorial strategy;
3. The competitive strategy of the gastronomy destination; and
4. The basic strategies: product strategy, top-priority target audiences, markets and positioning.

Definition of the gastronomy tourism procedure formulating the tourism demonstrate proposed, distinguishing the gastronomic landscapes, the traits on which the competitive strategy is based and characterizing the portfolio of products, target gatherings of people and need markets and the positioning of the goal.

According to Richards visitors regularly set significant emphasis on how they feel at a goal, and how they encounter what the destination offered, by carefully selecting that uncommon food or a restaurant that might fulfill a particular individual crave.

An important point for the development of gastronomic tourism is a region's people's protecting local products belonging to that region. Some of the shareholders of gastronomic tourism are individual grape growers, hotels, restaurants, tour operators, package tour or individual tourists, and local businesses.

Discussion

Gastronomy, as a tourist resource, is appreciated not only for its own sake, but also for its ability to generate rural development. Gastronomic tourism is helping to increase rural revenue sources and improve income levels and employment of local labour.

When the tourism policy of a destination places priority on working to promote the attractions of the gastronomic culture, it is essential to draw up a Strategic Plan for Gastronomy Tourism.



A Strategic plan for gastronomy tourism should have:

- A arranging device which, beginning from an understanding of the starting circumstance and a conclusion, exchanges to reality the discernments and needs of the segment involved and serves to characterize and lay down the most strategic lines of activity that will permit the goal to gotten to be, as craved, a goal for gastronomy tourism; and
- A coordinates methodology that's in line with the destination's common tourism procedure and with other instruments for arranging, and in coordination with actions by other bodies and substances, depending on the topographical scope of activity of the NTA and the DMO.

There are two major categories of travel motivation: push and pull factors.

Push factors relate to internal travel motives such as rejuvenation, escaping routine, exploring new places, and relaxing.

Pull factors are destination attributes that attract tourists to choose one destination over another.

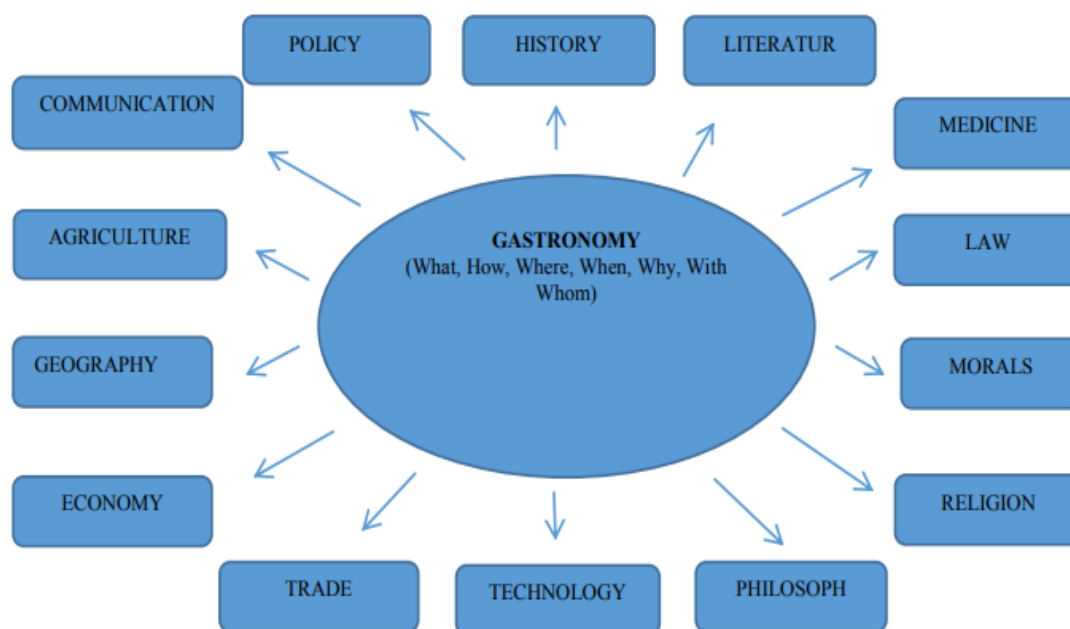
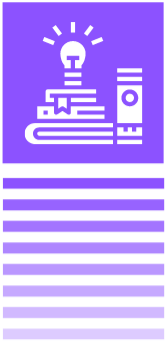


Figure 1. A multidisciplinary model for the science of gastronomy (Umit Sormaz2016).

In main motivations for food tourists there is **local destination appeals** which is also a major motivation, encompassing cultural events that feature food and other traditions of a food destination. Local destination appeals are related to opportunities to engage in diverse cultural activities.



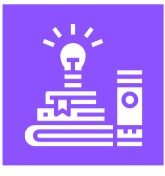
Destination management organizations can moreover center on upgrading social encounters through the food-related exercises offered at their destination. Each destination encompasses a special story related to the nearby culture, individuals and nourishment conventions that can be shared with guests. These stories are an incredible apparatus for goal marketers to advance unmistakable travel encounters and create an interesting goal brand. Another strategy that destination managers ought to consider is to supply openings for food tourists to communicate and interface with individual food lovers and visitors. For occurrence, setting up gastronomy tours guided by celebrity chefs or cooking classes organized by local chefs may be a way to grant members the chance to urge to know each other in different ways such as cooking and eating together.

Conclusion

As we mentioned above tourism sector is one of the most important factor to develop economic growth in a country today, and gastronomic tourism is becoming more attractive in the world. The goal to accelerate visitors to a destination can be achieved through a complete strategy and management. A ranging device and coordinates methodology together with internal travel motives and destination attributes will create good quality gastro-destination.

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