



MECHANISMS OF ORGANIZING GASTRONOMY TOURISM SERVICES AND ITS DEVELOPMENT

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| A B S T R A C T | KEY WORDS |
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| Tourists, in particular, are interested in gastronomic tourism experiences after being happy with the site and local cuisine, resulting in destination loyalty. Increased usage of local cuisine in the region's tourism economy strengthens the area's tourism offering while also potentially contributing to the district's tourism growth. The study's major focus is on the mechanisms of organizing gastro-tourism services and their development in Uzbekistan. | Tourism, food tourist, gastronomic tourism, gastronomic tourism mechanisms, gastronomic tourism service, traveler. |

Introduction

Given that the topic is food and drink, it includes topics such as nutritional sciences, wine production, the physiology of taste, the functions of nutritional components in the body, identifying qualities in food selection, and developing production processes that adhere to sanitation and hygiene standards to prevent food from spoiling physically, chemically, or biologically (Shenoy, 2015). The goal of gastronomy is to maintain human health by providing the best nutrition possible while also ensuring enjoyment of life and eating; among the study topics of gastronomy are the production of food and beverages in sanitary environments and their preparation for consumption in a way that addresses palatal and visual pleasure. Historians, explorers, and traders who visited Samarkand, for example, described the city's magnificent gardens, delectable fruits, and national specialties. If we quickly discuss Uzbek national food, specifically the national cuisine of the Samarkand region and adjacent regions, the variety of dishes and desserts holds a special place due to their antiquity, vitamin richness, and force. Pastries and cereals are popular national meals in Uzbekistan. Pastries were produced with flours derived from wheat, oats, corn, barley, and, in rare cases, millet, rye (Italian millet), and lentils. (Barley, lentils, millet, and flour are hardly used today. Significance and Scope of the Study The value of gastronomy in promoting vacation destinations has received little attention until recently (Petrou, 2016). There is a noteworthy lack of research on how much food is used in tourist promotion and development in areas where tourism success is frequently predicated on main attractions other than food (Okumus, Okumus, and McKercher, 2017). Those that do include food in their tourism marketing and promotion typically do so ineffectively (Okumus, 2017). Given the highly competitive nature of today's tourism, Samarkand must leverage its culinary and tourism potential to improve and market each local eating area truly and authentically. An analysis of linked literature reveals

significant linkages between the food and tourism industries, as well as the potential for regional development benefits from these two businesses. Local, distinct, and authentic meals that reflect the local culinary culture are frequently included in tourist dining experiences (Björk and Kauppinen-Räsänen, 2019). Local food, as part of the cultural legacy of the geographical places visited by travelers, is an important element of the tourism experience. (Berbel Pinedaa, 2019). Local gastronomy increases tourism experiences by connecting people to a place through authentic cuisine that reflects the destination's culture (Chang, 2010). The term "culinary tourism" is appropriate, but it has been applied to both food and beverage tourism (wine tourism, beer tourism, coffee tourism, tea tourism, whiskey tourism) (Getz, 2014). Ignatov and Smith (2006) further described culinary tourism as "tourism trips during which the purchase or consumption of regional foods (including beverages), or the observation and study of food production (from agriculture to cooking schools) represent a significant motivation or activity". As a result, the phrase "food tourism" is employed in this study to keep it simple, focused, and comprehensive, and to avoid any bias associated with other terms. The term "culinary tourism" is appropriate, but it has been applied to both food and beverage tourism (wine tourism, beer tourism, coffee tourism, tea tourism, whiskey tourism) (Getz, 2014). Ignatov and Smith (2006) further described culinary tourism as "tourism trips during which the purchase or consumption of regional foods (including beverages), or the observation and study of food production (from agriculture to cooking schools) represent a significant motivation or activity". As a result, the phrase "food tourism" is employed in this study to keep it simple, focused, and comprehensive, and to avoid any bias associated with other terms. *The study's primary focus is on the mechanisms for coordinating gastro-tourism services and their development in Uzbekistan.*

Literature Review:

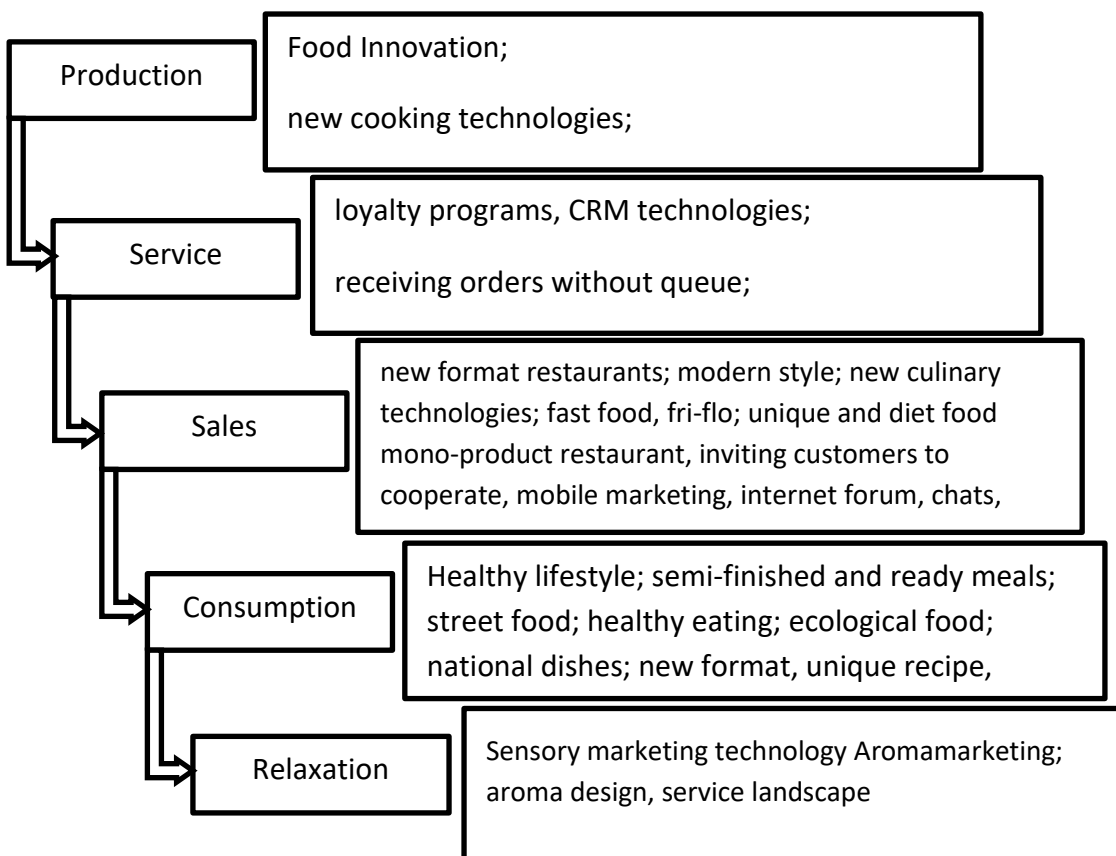
Nine key elements influence food choice in everyday situations: (1) health, (2) mood, (3) convenience, (4) sensory appeal, (5) natural content, (6) pricing, (7) weight control, (8) familiarity, and (9) ethical concerns. Given the lack of empirical studies on tourist food consumption and the "obligatory" nature of food consumption in the context of tourism (Mak 2002), the FCQ provides a rather comprehensive set of motivational factors. Motivation has also been identified in the tourism literature as a concept that has a major impact on visitor food consumption behavior (Mak 2012). Many studies have sought to shed light on the unique motivators that drive tourist food intake. Fields (2002) further on the relationship between food intake and tourism using the typology of tourist motivators. He suggests four elements that influence food intake in tourism: physical, cultural, interpersonal, and status and prestige. Secondly, food may be a physical motivation because eating is mostly a physical process that involves sensory perceptions to appreciate the meal or tourists' need for nutrition. Second, food may be a cultural motivation because when tourists try different local foods, they are also experiencing a new culture. Finally, food may act as an interpersonal motivation since holiday meals have a social role such as establishing new social relationships and reinforcing social alliances. Third, local delicacies may be a status and prestige incentive, as tourists can gain knowledge of the local cuisine by eating like the locals and discovering new cuisines and foods that they or their friends are unlikely to experience back home. The sphere of restaurant service is one of the important sectors of the national economy, as well as a separate industry, the activity and development of which is reflected in the development of the national economy and contributes to

more effective regulation of market relations. In this process, we can justify the need to develop and improve marketing strategies through:

- the need for regular study of the internal and external environment of the service market, the sphere of restaurant services in the context of accelerating socio-economic processes, and increasing competition. An analysis of the external environment allows us to determine the factors influencing economic growth and innovative development of the restaurant services sector;
- with the increase in the standard of living of the population, the demand for services related to eating and relaxing outside the home increases. In turn, based on the study of the restaurant services market conditions, it becomes necessary to analyze the state of demand and the factors that form it, for an objective assessment of the situation and forecast;

As a result of computerization, the sphere of restaurant services is constantly being improved and the information capacity is increasing. The catering industry is a complex system that simultaneously includes such relationships as production, service, marketing, consumption organization, and entertainment. Therefore, we propose to divide innovations into 5 groups based on the nature of the area.

Food invention (Fig-1)



In the catering industry, innovations in the manufacturing process are aimed at improving the dishes offered on the menu. Although food innovation has not been widely adopted in the catering industry of our country, the development of international tourism and the global trend of innovation in the industry will further accelerate these processes in the future. The term food innovation is mainly

specific to marketing practice, and in the restaurant industry, it is explained by the extended marketing mix.

According to the traditional approach, the products or goods of the restaurant are food and drinks. For each restaurant, food is of paramount importance, and its cost or price on the menu may differ from each other. Such added value is primarily created through the use of new cooking technologies or the professional skills of chefs, as well as the skills of staff, such as designing and creating works of art. In addition, the dishes should correspond to the equipment, architectural structure, name, and interiors of the restaurant.

To achieve food innovation, it is desirable to implement the following:

- create a new recipe, making the appearance of dishes and drinks more attractive;
- improvement of cooking technology;
- effective distribution of powers between service providers and expansion of their rights, duties, and responsibilities (X.Тораев, and X.X. Я. Турдибеков, 2020).

Research Methodology:

The study on why tourists chose gastronomy tourism was a qualitative study that examined and collected data from document research and interview research. This section will include the study's methodology, study area, and data collecting, as well as data analysis. The goal of this study is to contribute to existing research on gastronomic experiences in tourism. Its primary purpose is to investigate passengers' interests and motivations concerning Uzbek indigenous cuisine during their travel, as well as any analysis of mechanisms of organizing cuisine tourism services and its development in Uzbekistan. The qualitative technique used in this study is based on fieldwork with a representative sample of visitors who visited local restaurants in Uzbekistan to learn about their perceptions of cuisine and motivations, as well as *mechanisms of organizing gastronomy tourism services and its development*. The most important element of qualitative techniques, according to Alvehus (2013), is that they use words or meanings rather than statistically confirmed facts. Simultaneously, the qualitative technique is about uncovering relationships, and just because it's qualitative doesn't mean numbers are useless. Its definition emphasizes how humans interpret the environment around them. Furthermore, scientists believe that exploring certain topics from an in-depth interpretation of reality within a given group's members is preferable to adopting an already existing theoretical model, as is common in quantitative procedures. Academics are more interested in the answer to the question "why" rather than "how many" in this case. This emphasizes the need to conduct field research using methods such as unstructured interviews, participatory discoveries, heuristic techniques, and shadowing. (Glaser and Strauss, 2009). Qualitative research information provides user experiences, tastes, goals, habits, and a range of other types of information that are vital in developing a product that will fit into a consumer's life. The goal of qualitative analysis is to analyze the subjective meaning or social output of persons, events, or activities through non-standardized data collection and frequent examination of text and images rather than numbers and statistics. (Flick, 2014). Based on Woodman (2014), the qualitative investigation takes a different approach to themes than the methodologies indicated above. It is founded on the fundamental notion that "reality" is subjective: each human being constructs a unique, personal view of how the world works based on his or her unique interactions with it. (including the people who are part of it). As a result, the majority of what people, even academics, regard to be reality is a collection of impressions, judgments, and

views in each person's mind. Hawking and Mlodinow (2018) proceeded even further, claiming that there exists nothing known as unbiased reality because of the viewpoint of people interacting with their surroundings: what a person perceives as "reality" is a model established by that person based on observation and interpretation of events.

Result and Discussion:

Results gathered from individual face-to-face interviews with 10 international visitors eating at various restaurants on M. Koshgari Street in Samarkand, Uzbekistan, are presented in the next section. The interview transcripts were analyzed using theme analysis throughout the interview review. Expletory analysis is a type of qualitative data analysis that is typically used to study a succession of texts, such as an interview transcript. The interviews were verbatim transcribed. First, all interview text forms were stored on a computer once the recorded voice was transformed into text. The most frequently recurring words were then chosen and labeled as important themes. A summary of the interview assessment revealed four primary themes, which were characterized as follows: 1) motivation for travel and food selection; 2) preference for traditional versus quick food; 3) hygiene and sanitation in local eateries; and 4) benefits and drawbacks of Uzbek cuisine. All of these themes will be presented and analyzed in terms of beliefs, experiences, and feelings by evaluating responses to the offered questions. The four important areas mentioned above contributed to the study questions and provided valuable information to help Uzbekistan's gastronomic tourism development. In today's competitive marketing environment, marketing destinations are a complicated phenomenon with numerous obstacles and diverse aims and expectations; and local cuisines are unique sources to create, launch, and advertise a destination (Uner, 2014). Tourists visiting a site should be immersed in regional culture in all areas when it is recognized that gourmet tourism is a necessary and reflective element of creating and marketing a destination. Gastronomic tourism activities carried out at a place give direct and indirect employment as well as financial benefits (Sahin, 2015). Based on interview analyses most of the respondents Regardless of country, some of the tastiest foods guests have tasted have come from folks with the most modest mentality. There are regions in Uzbekistan where the most primitive people produce the greatest food. Of certainly, some traditional cuisines will motivate them to return to Uzbekistan again. Food plays an important role in a country's culture, and while on vacation, travelers want to try the local cuisines of the place, so the tourism industry as a whole will continue to grow, and food tourism will thrive as travelers seek more experiences and a better understanding of the local culture of their destinations. Most respondents stated that their motivation is based on food flavor or local culinary experiences. Tourists remember the place not only via local attractions but also through the flavor of the food. Motivation has been identified as one of the most important factors influencing different food intake practices.

Conclusion and Recommendations:

Tourists emphasize that food hygiene is concerned not only with the hygiene of the food itself, but also with the cleanliness of the food contact surfaces, which include factories, utensils (forks, spoons, saucers, knives), which Uzbekistan has little trouble with, food processing equipment, packaging, as well as people hygiene, food processor hygiene, and even consumer hygiene. Tourists participate in food-related activities throughout their travels, such as purchasing local goods and sampling local cuisine. This may be your primary or secondary reason for traveling. Modern visitors are often

looking for culinary experiences, unique meals, and opportunities to participate in food-related cultural practices. Food tourism differs from typical food consumption in that it offers several opportunities to create food- and beverage-related narratives regarding important parts of local culture, such as its history and local attractions. Food tourism gives visitors authentic experiences. These themes show that food tourism is becoming a global phenomenon, with significant ramifications for destinations. Destinations promote significant growth of food tourism, which has become one of the most active components of their tourism business, through effective and profitable marketing and development tactics. Foodies and food tourists must therefore be considered when designing, developing, and promoting food tourism. Previous research focused primarily on local food consumption or customer behavior towards food products or services. Finally, company leaders concur on the importance of creating collaboration tools among all local participants in the culinary tourism value chain, both in terms of conceptualization and product offer development and promotion. First and foremost, having more interviewers or participants would make it more interesting. Making a comparison is another method to extra study. Another area for future research could be to examine the motivation of food tourists (both international and domestic) and identify initiatives to increase environmental education. Questions must be presented in many languages.

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