
THE ROLE OF NATIONAL DISHES AND CULINARY TRADITIONS IN THE DEVELOPMENT OF GASTRONOMIC TOURISM

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ABSTRACT: This article highlights the role of national dishes and cooking traditions in the development of gastronomic tourism, and reflects the state of gastronomic tourism in Jizzakh, Samarkand, Navoi regions.

KEYWORDS: Jizzakh, Samarkand, Navoi, gastronomic tourism.

INTRODUCTION

Gastronomic tourism is a new direction in the development of world tourism, and it is one of the important directions of preservation and development of traditional food of the peoples of the world. The purpose of gastronomic tours is to get acquainted with the peculiarities of the national cuisine of a certain country. At the same time, it reflects the study and promotion of local people's traditions and customs, food culture for centuries. Gastronomic travel is called "a palette on which a tourist can paint his idea of a particular country." Food reveals the psyche of the people, helps to understand its mentality.

Gastronomic tourism is a travel and gastronomic tour to get to know a country and its gastronomy, local cuisine and cooking classes. According to the information of the Russian analytical agency "Turstat", Uzbekistan is included in the top five ranking of CIS and near foreign countries in the field of gastronomic tourism. The top five are Georgia, Azerbaijan, Armenia, Kazakhstan and Uzbekistan. This once again indicates that effective work is being carried out to develop all directions of tourism in Uzbekistan, including new directions such as gastronomic tourism. Acquaintance with the process of preparation of national dishes in the homeland of those dishes has always been interesting for tourists. From this point of view, the role of public organizations in popularizing the brand "Uzbekistan cuisine" on a global scale is considered important. On October 10, 2012, with the decision of the Cabinet of Ministers of the Republic of Uzbekistan No. 289, the Association of Cooks of Uzbekistan was established in the Republic with the aim of "further improving the quality of catering establishments and improving the qualifications and retraining of their employees."

In 2010, the Association of Chefs of Uzbekistan became a member of the World Association of Chefs' Community (WACS), and in 2017, it became a member of the World Association of Chefs of Islamic Countries (WICS) in order to introduce and popularize the gastronomic tourism of Uzbekistan to the world, and to increase the flow of tourists to our country. As a result, many foreign festivals, summits, competitions, exchange of experience and other such events are invited and high achievements are being achieved. In particular, in 2018, Uzbekistan took the

proud first place in the "Gastronomic tourism" category at the "National Geographic Traveler" award held by the world-famous "National Geographic" magazine. 34% of respondents who participated in the contest voted for Uzbekistan, 21% for Italy, 17% for Azerbaijan, 13% for France, 7% for Armenia, 5% for South Korea, and 3% for Sweden.

It should be noted that with the support of the State Committee for Tourism Development, the Association of Chefs of Uzbekistan is actively working on popularizing the brand of the national cuisine of Uzbekistan. In particular, at the 33rd International "Mengen" festival held in Turkey in August 2018, 13 countries, including Germany, the Netherlands, Cyprus, Azerbaijan, Malaysia, Ukraine, Egypt, Bosnia and Herzegovina, Saudi Arabia and among other countries, "Uzbekistan" stand of national cuisine was established and took 3rd place in the competition.

With the support of the Committee and the Association of Cooks of Uzbekistan, in December 2018, actively participated in the annual, traditionally held World Summit on the preparation of "Halal" food. Within the framework of the summit, in the competition on preparation of halal dishes, the chefs' association of Uzbekistan together with the member of the chefs' team of Uzbekistan, Nadir Takhirjonov, won the highest Grand Prix of the competition.

For example, the gastronomic tourism route of Samarkand region consists of the following: "Samarkand Breads" and "Melon Festival", "Rice Festival", "Eastern Sweets", "Kishmish", "Silk Road Market", "Novvot Festival", Festival Kebab" and other similar events attract tourists and become more and more popular. It is worth noting that these festivals are held not only in Samarkand, but also in other regions and cities, which paves the way for the development of tourism.

One of the most popular practices in tourism in the region is Jizzakh region in the development of gastronomic tourism with its "Jizzakh somsa", "Zomin tandiri" and "Kazon patiri", "Velvet apple", lochira, kurtava, healing honey of Zomin and other national dishes, healing fruits. but also aroused great interest among foreign tourists.

Demonstrations are organized in the region through festivals such as "Sumalak Sayli", "Hasil Bayram", "Kovun Sayli", which are a number of directions and types of tour tour. For example, "Navroz" festival is a public celebration that includes the joy of spring renewal, the national values of the Uzbek people, philanthropy, and sharing joy with everyone, while the "National Values" festival aims to ensure the perpetuation of national traditions and values, preserve them and attract tourists to several it is natural to have a respect for millennial values and an interest in learning about traditions and rituals. Sumalak Sayli festival is getting interesting with marriage and circumcision of children of poor families, concert programs, national folk games, sumalak and other spring national dishes.

During the research period, several gastronomic tours were organized in the cities of Samarkand and Tashkent at the suggestion of local and foreign travel agencies, including "Melons of Uzbekistan", "Dishes of the Silk Road", "Raisin Tour", "Eastern Table", " Wonders of Uzbek Cuisine". ", international and local events were organized. In particular, in this regard, a lot of experience has been accumulated in the city of Jizzakh, and in terms of the development of gastronomic tourism, by eating national dishes prepared on the basis of recipes that have been

preserved for centuries, tourists learn about the psyche, culture, mentality of the people of the region, and get an idea about local cuisine recipes. One of them is "Jizzakh Somsa".

"Jizzakh somsa" is a famous and favorite dish not only in our country, but also throughout Central Asia. It is also a symbol of gastronomic tourism of Jizzakh region. Its unique feature is its unprecedented size. It consists of large pieces of meat, onion and pieces of lamb's tail. One serving (piece) of jizzakh somsa can replace the whole lunch. According to local residents, traditionally, somsa is usually made by men, this job is heavy for women, one somsa weighs almost half a kilogram. The dough is dense, the beef is excellent, it melts in the mouth. Tourists from faraway countries and even abroad visit to eat this somsa.

Local residents say that if you pay attention to the climatic conditions of the Jizzakh region, you can understand the need for this dish. The fact is that Jizzakh has cold winters and hot summers. Jizzakh somsa is nutritious and servitamin, which requires the population to organize their lifestyle based on this climatic condition and geographical factor. It should be noted that the taste of this dish cannot be duplicated anywhere else. It embodies the special air of Jizzakh, the heart and hard work of the people living in this fertile land.

Or only "Samarkand plov" is prepared uniquely not only at the regional scale, but even in the districts. After all, it is clear that even more than ten types of pilaf will not leave tourists indifferent. Tourists are attracted by Uzbek national dishes such as "Tandir kebab", "Gilmindi", "Yupqa", "Nisholda", "Holvaytar", "Norin" .. However, gastronomic tourism has a positive impact on the country's economy and provides employment opportunities for the local population.

This is the improvement of gastronomic tourism infrastructure. As a result of a series of measures taken to simplify the activities of business entities in this field, the decision of the President of the Republic of Uzbekistan No. PQ-3815 of June 28, 2018 "On the establishment of the International University of Tourism "Silk Road" was adopted in order to strengthen the personnel potential of the network. An agreement was reached, which provides for the use of the logo of the State Tourism Development Committee and the UN World Tourism Organization, as well as the recognition of the university as an official partner. The university has reached an agreement to issue double degree diplomas in cooperation with Sochi State University (Russia), Sahid Tourism University (Indonesia) or Sahid Polytechnic School (Indonesia).

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