

ANALYSIS OF THE DEVELOPMENT OF GASTRONOMIC TOURISM IN UZBEKISTAN

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Abstract. This article presents an analysis of the current state of gastronomic tourism in Uzbekistan, as well as a study of the gastronomic tourism market abroad. In addition, a marketing study of the gastronomic sector in Uzbekistan has been carried out. The opportunities and prospects for the development of gastronomic tourism in the country are considered.

Keywords: gastronomy, tourism, infrastructure, industry, standardization, trends.

Current status and prospects for development

1. Current status and main factors influencing the development of gastronomic tourism in Uzbekistan

Gastronomic tourism in Uzbekistan is undergoing rapid development and demonstrating positive growth dynamics. This type of tourism is becoming increasingly important in the country's tourism industry and is attracting more and more attention from both domestic and foreign tourists.

Key development indicators

According to official data:

- The share of revenue from gastronomic tourism in the total GDP is about 2%.
- More than 2-3 million tourists visit Uzbekistan annually.
- The expected tourist flow by the end of 2025 will reach 10 million people.
- Significant potential for development in the coming years.

Category	Description	Examples
Culinary heritage	Unique Uzbek cuisine with centuries-old traditions	Pilaf, lagman, samsa, shashlik
Cultural tourism	Getting to know culture and traditions through cuisine	Visiting traditional teahouses and bazaars
Government support	Development of tourism infrastructure and human resources	Travel fairs and festivals
Wine making	Development of wine tourism (historical heritage)	Wine tours and tastings

**Table 1. Factors influencing the development of gastronomic tourism
Problems and challenges**

Despite positive trends, the development of gastronomic tourism faces a number of obstacles:

- Lack of modern tourist infrastructure
- Shortage of qualified specialists in the field of gastronomic tourism
- Limited information promotion on the international market
- Need for standardization of services
- Lack of specialized gastronomic routes

Recommendations for development

- Develop tourist infrastructure and hotel services
- Improve staff qualifications through special training programs
- Actively promote gastronomic potential on the international market
- Develop new gastronomic routes and tours
- Preserve and popularize traditional recipes and cooking methods
- Participate in international tourism exhibitions and fairs

2. Monitoring the gastronomic tourism market in foreign countries

An analysis of the experience of developed countries shows a variety of approaches to the development of gastronomic tourism. Let's consider the key European and Asian destinations.

Europe

France

France ranks first in the world in terms of gastronomic tourism development. Key characteristics:

- Gastronomy is central to French culture and lifestyle
- Lyon is recognized as the capital of French cuisine
- A developed restaurant certification system (Michelin stars)
- Wine tours by region (Bordeaux, Champagne, Burgundy)
- Culinary schools that produce renowned chefs
- Annual gastronomic festivals and celebrations

Italy

Italy is the world's second center of gastronomic tourism:

- Regional culinary diversity (north - dairy products, south - seafood)
- Tuscan wine tourism
- Festivals of Parma ham, truffles, white truffles
- Cultural tours of historic cities with a culinary component
- Specialized tour operators (Gourmet Getaways)
- Michelin-starred restaurants in major cities

Asia

China

China is developing gastronomic tourism as a promising direction:

- Regional cuisine as the basis of the tourist product (Beijing, Shanghai, Sichuan, Canton)
- The world's first cookbook was written in China
- Themed and festive gastronomic tours
- Street food and traditional markets as tourist destinations

- Developed digital infrastructure for tourism
- Gastronomic tourism method
- Government support for the development of this type of tourism

Middle East

United Arab Emirates (UAE)

The UAE, especially Dubai, is actively developing gastronomic tourism:

- First Michelin star awarded in the Persian Gulf
- 106 restaurants in the MICHELIN Dubai guide (July 2024)
- Annual Taste of Dubai festival
- Multicultural gastronomic scene (35 different cuisines)
- Cultural gastronomic tours of historic districts (Bur Dubai, Deira)
- Dubai Food Festival with street food and master classes
- Specialized culinary arts training program
- Tourism generates significant revenue (18.72 million tourists in 2024)
- Constant opening of new high-end restaurants

Comparative analysis of the development of gastronomic tourism

Country	State of the art	Key attractions	Infrastructure	Year of development
France	Highest	Wine, culinary schools	Fully developed	Many centuries
Italy	Very High	Regional tours	Well developed	Ancient traditions
China	Active Growth	Regional cuisines	Developing rapidly	Over the last 10-15 years
UAE (Dubai)	Rapid Growth	Multicultural tours	State-of-the-art infrastructure	Over the last 5-7 years

Table 2. Comparative analysis of the development of gastronomic tourism

3. Marketing research on gastronomic tourism in Uzbekistan

Marketing research shows significant potential for the development of gastronomic tourism in Uzbekistan, provided that it is correctly positioned and promoted.

Strengths

- Unique and authentic Uzbek cuisine
- Rich historical and cultural heritage
- Favorable climate for tourism
- Low prices for tourists
- Diversity of regional cuisines
- Traditional cooking methods (tandoor, pilaf, etc.)

Weaknesses

- Insufficient popularity of Uzbek cuisine on the international market
- Limited infrastructure of modern restaurants
- Lack of professional gastronomic guides

- Lack of specialized travel agencies
- Limited knowledge of English in the provinces
- Lack of a unified brand for Uzbek gastronomic tourism

Opportunities

- Growing interest in ethnographic and cultural tourism
- Development of digital platforms for tourism
- Cooperation with international tour operators
- Development of neighboring regions in Central Asia
- Global trend towards authentic tourism

Threats

- Competition with neighbouring countries (Tajikistan, Turkmenistan)
- Political and economic instability in the region
- Seasonality of tourism
- Impact of global economic crises
- Rapid development of alternative tourist destinations

Target markets

The main target audiences for gastronomic tourism in Uzbekistan are:

- Tourists from the CIS (Russia, Kazakhstan) - 35-40% of the potential market
- Tourists from Europe - 25-30%
- Tourists from East Asia (China, Japan, Korea) - 20-25%
- Tourists from the Middle East - 10-15%
- People aged 30-65 with above-average income

Marketing strategies

Recommended approaches to developing gastronomic tourism:

- Creation of a unified brand, “Uzbek culinary tradition”
- Promotion through social media and popular platforms
- Participation in international gastronomic exhibitions
- Cooperation with culinary bloggers and influencers
- Development of special packages and offers for different segments
- Organization of culinary master classes and festivals
- Creation of mobile applications for tourists with information about restaurants

Conclusions

Based on the analysis, the following key conclusions can be drawn:

- Gastronomic tourism in Uzbekistan is in its early stages of development but has significant potential for growth.
 - Uzbek cuisine is a unique and competitive tourism product capable of attracting an international audience
 - The experience of successful countries (France, Italy, China, UAE) shows that gastronomic tourism can become a significant source of income
 - Government support and strategic infrastructure development are critical to success
 - It is necessary to develop skilled personnel and modern tourism services
 - International marketing and positioning of Uzbek cuisine should be a priority

- Preserving traditional recipes and cooking methods is a competitive advantage
- Cooperation with tour operators from other countries can accelerate the development of this area

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