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EMERGENCE AND CURRENT DEVELOPMENT OF GASTRONOMY TOURISM

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Abstract. In the conducted scientific research, the scientific opinions expressed by world scientists and thinkers on the emergence and development of the term gastronomy tourism were studied and recommendations were made regarding the work to be carried out in this regard in our country.

Keywords: "culinary tourism", gastronomic tourism, "International Culinary Tourism Association" (ISTA), gastrotourist, "restaurant week", "culinary competitions", "fruit and vegetable tours", "food and drink tasting", World Food Travel . Association (WFTA).

Currently, a lot of attention is being paid to the development of tourism on a global scale. For this, first of all, it is necessary to study the aspects of attracting tourists to each country. At the same time, attention will be paid to feeding the tourists and making them eat the food of this country. Special attention should be paid to the concept of gastronomy when eating traditional dishes. Therefore, first of all, we need to understand the concept of gastronomy tourism and its emergence.

For the first time, the term "culinary tourism" was introduced to human interaction by L. Long, associate professor of the Department of "People's Culture" at Bowling Green University in Ohio (USA) in 1998. According to his conclusions, people learn and learn about their culture by watching and eating local food.¹

¹ Dracheva E.L., Khristov T.T., Gastronomic tourism: current trends and prospects. Ros. region look into the future- 2015.-№ 3(4).-p. 36-50

Gastronomic tourism is a trip to a place (country) of one's choice in order to get acquainted with the national cuisine of the population of the country, to see and participate in events related to gastronomy.

Fans of gastronomic tourism are not only interested in the food of peoples of other countries, they are also tourists who are interested in the preparation of these dishes, what ingredients are added, digestion, usefulness, healing properties and other properties of food, they are called gastrotourists.

In recent years, gastronomy tourism has begun its rapid development in the innovative field of tourism. It is known that the process of globalization has a great impact on tourism. People are increasingly interested in the attractions of regional tourism and the culture of the regions.

The way of life of the people living in the regions, the nationalities, their food and culture will surely arouse interest in everyone. Secondly, information and advertisements about the healing, refreshing and health benefits of certain foods and drinks also encourage many people to travel. We are all interested in such information. Therefore, gastronomy tourism was formed as a new type of tourism industry.

According to BTT's expert Maria Isabel Ramos Abascal, there are global changes in the wishes of tourists, and in these changes, gastronomic tourism is increasingly striving for the forefront.

Since 2001, information about gastronomy tourism, which is a new direction in tourist trips, has been published. Because, this year Eric Wolf, the founder and president of "International Culinary Tourism Association" (ISTA), published a document about culinary tourism. Later, this document became a big book, proving that interest and demand for wine and food, culinary, is growing, and that local food systems need to pay attention to it.

Eric Wolf describes gastronomic tourism as follows: - "Gastronomic tourism is a tourist activity in search of the pleasure of tasting unforgettable, exotic drinks and food, whether it is on the next street or at the other end of the globe."

The purpose of gastronomic tourism (culinary tourism) is knowledge about destinations and places where local food and drinks are prepared for those who like delicious food and drinks (wine and beer abroad) (tourists), the food traditions of the local population, the history of the preparation of these delicious foods and drinks, and so on. , providing information and encouraging them.

According to the conclusions of Eric Wolf - "a tourist can become a consumer of gastronomy tourism without even realizing it during his travels. Because it is inevitable that a tourist traveling in other countries will be interested in the national dishes of the people living in that country. That's why we are gastronomic tourists who love delicious food and drinks."²

E.Wulf mentioned the following points: We tourists are interested in gastronomy tourism in our country, even in the cities or villages of our country. Because some delicious national dishes are prepared only in one city or region or village in national ways. Therefore, a new type of gastronomy tourism is rapidly developing in world tourism. For this reason, another goal of gastronomy tourism should be to make any tourist interested in local food, to inspire them to taste local food and drinks, to prepare and advertise special information about local food.

Gastrotourists learn about the national culture and way of life of many peoples of the world through their food and drinks. It should be noted here that gastro-tourists do not initially set themselves the goal of studying the national culture and lifestyle of the population, but they become interested in the traditions of their national culture as a result of observing and studying their food and drinks and the technologies and processes of their preparation.

It should also be added that gastronomic tourists in their own countries and in other countries of the world have a tradition of "restaurant week", "cooking competitions", "fruit and vegetable fairs", "tasting of food and drinks" (tasting wines, beers-tasting) they go on a trip because of their interest in events.

² Wulf Eric "What is gastronomic tourism" // [http:// www. World travel. org/what-is-food-tourism](http://www.Worldtravel.org/what-is-food-tourism).

National organizations of gastronomy tourism in many countries have also chosen the path of rapid development of this type of tourism. For example, "Spanish Association of Wine and Culinary Tourism", which has a non-profit national professional status in Spain, is a well-known organization in world gastronomic tourism. This association specializes in the development of wine-food tourism in Spain and is among the most powerful organizations in attracting international tourists to culinary tourism in the country.

Another organization promoting Spanish cuisine worldwide is the Tasting Spain Association. This organization advertises tourist products such as "seeing Spain's various natural and national treasures, national culture, ways of life, tasting the products, food and drinks of the Spanish national cuisine and being in the areas where these foods are grown and prepared" and these services does.

"Association of Gastronomic Tourism of Russia" was established on 12.01.2015 and is currently the only organization engaged in the development of gastronomic tourism in Russia. This association has concluded mutual cooperation and partnership agreements with the World Food Travel Association (WFTA) and currently works successfully with 19 sectors of the Russian economy. The reason why we provide information about the "Gastronomic Tourism Association of Russia" is that this association has become known to the world in a short time in the direction of organizing and holding public holidays, food exhibitions and festivals, and international promotion of gastronomy tourism in Russia. Because the goal of this association is to achieve a true, friendly and objective assessment of the current and historical traditions of Russian cuisine, cuisine, and gastronomy.

World organizations with international reputation are also paying great attention to the development of gastronomic tourism. For example, UNESCO included the cuisine of the Mexican state, the Mediterranean diet and the cuisine of France in the list of "World Intangible Cultural Heritage" of the nations of the world. Also, UNESCO is constantly holding the "Best City of Gastronomy" competition in the world. So far, this proud title has been given to the city of Popayan in Colombia,

Chengdu in the Republic of China (the capital of the famous Sichuan cuisine) and Estersund in Sweden. Currently, preparations are underway to give this name to the city of Hatay (Turkey), which combines the traditions of Turkish, Arabic and French cuisines and prepares extremely delicious, miraculous dishes, which is widely mentioned in the world.

As a result of the increasing activity of culinary tourism, tourist companies specializing in gastronomic tourism, even tourist companies and organizations specializing in international gastronomic tourism, are being established in many countries. For example, in the USA - "Gourmet on Tour" and "The International kitchen", in Australia - "Gourmet Getaways".

So, as a result of scientific research, we can make the following conclusions and recommendations:

- Currently, no serious research has been started in the direction of organizing and developing gastronomy tourism in Uzbekistan³, therefore it is necessary to carry out scientific research in this direction;

- The origin of the need to organize and develop gastronomy tourism in Uzbekistan is the Decrees and Decisions of the President of the Republic of Uzbekistan Shavkat Mirziyoyev on the development of tourism in Uzbekistan, official information, organizations established in Uzbekistan for the development of gastronomy tourism, participation in international gastronomy festivals and events of Uzbekistan, To carry out propaganda work on a large scale to the people of the world on the information that the 1st International Festival of Gastronomy was held in the Republic of Uzbekistan and that there are fairs, markets and holidays related to gastronomy in our country.

- Organization of gastronomic tourism festivals and interesting shows on food traditions formed in each region of our country, assortment of prepared foods and

³ Sherkulov R. Gastronomic tourism. Khalq suzi, 2018 yil 3-November soni; Ochilova H.F., Mamatkabulova H.U., Gastronomic tourism in Uzbekistan and its prospects. Tourism, No. 12(96)-2015. ;Ochilova Kh.F., Prerequisites for the development of gastronomic tourism in Uzbekistan. Tourism, No. 3(111)-2017.

drinks and specific technologies of their preparation on the spot and consumption culture.

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