

GASTRONOMIC TOURISM INFRASTRUCTURE AND ITS MODERN FEATURES

GASTRONOMIK TURIZM INFRATUZILMASI VA UNING
ZAMONAVIY XUSUSIYATLARI
ИНФРАСТРУКТУРА ГАСТРОНОМИЧЕСКОГО ТУРИЗМА
И ЕЕ СОВРЕМЕННЫЕ ОСОБЕННОСТИ

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Abstract: Conventional features such as climate, lodgings, and landscape, travelers consider gastronomy to be an important factor in determining a destination's appeal. A traveler may choose to travel to a location to participate in new cultural activities, or they may simply want to sample the area's cuisine and flavors. As a result, features such as experiencing local cuisine, seeing how a dish is made, and tasting a meal made with a unique ingredient found only in that location have begun to rise to the top of the list of significant variables influencing visitors' preferences for locations. This study focuses on understanding the gastronomic tourism infrastructure and its modern features, which influence tourists' motivation and decision to visit this well-known tourist destination.

Keywords: tourism, gastronomic tourism, food tourism infrastructure, features of gastronomic tourism, tourist motivation, local cuisine, traditional lifestyle.

Annotatsiya: Sayohatchilar gastronomiyani iqlim, turar joy va landshaft kabi an'anaviy xususiyatlar tufayli maqsad jozibadorligini aniqlashda muhim omil deb bilishadi. Sayohatchi yangi madaniy tadbirlarda ishtirok etish uchun manzilni tanlashi mumkin yoki u shunchaki mahalliy oshxona va lazzatlarni sinab ko'rishni xohlashi mumkin. Natijada, mahalliy oshxona taomlarini tatib ko'rish, tayyorlanayotgan taomni tomosha qilish va faqat o'sha joyda topilgan noyob ingredientdan tayyorlangan taomni tatib ko'rish kabi xususiyatlar ovqatlanuvchilarning xohishiga ta'sir etuvchi muhim o'zgaruvchilar ro'yxatining yuqori qismiga ko'tarila boshladi.

Ushbu tadqiqot gastronomik turizm infratuzilmasi va uning zamonaviy xususiyatlarini tushunishga qaratilgan bo'lib, bu sayyohlarning ushbu mashhur sayyohlik maskaniga tashrif buyurishga motivatsiyasi va qaroriga ta'sir qiladi.

Kalit so'zlar: turizm, gastronomik turizm, oziq-ovqat turizmi infratuzilmasi, gastronomik turizmning xususiyatlari, turist motivatsiyasi, mahalliy oshxona, an'anaviy turmush tarzi.

Аннотация: Путешественники считают гастрономию важным фактором, определяющим привлекательность места назначения, благодаря таким традиционным характеристикам, как климат, жилье и ландшафт.

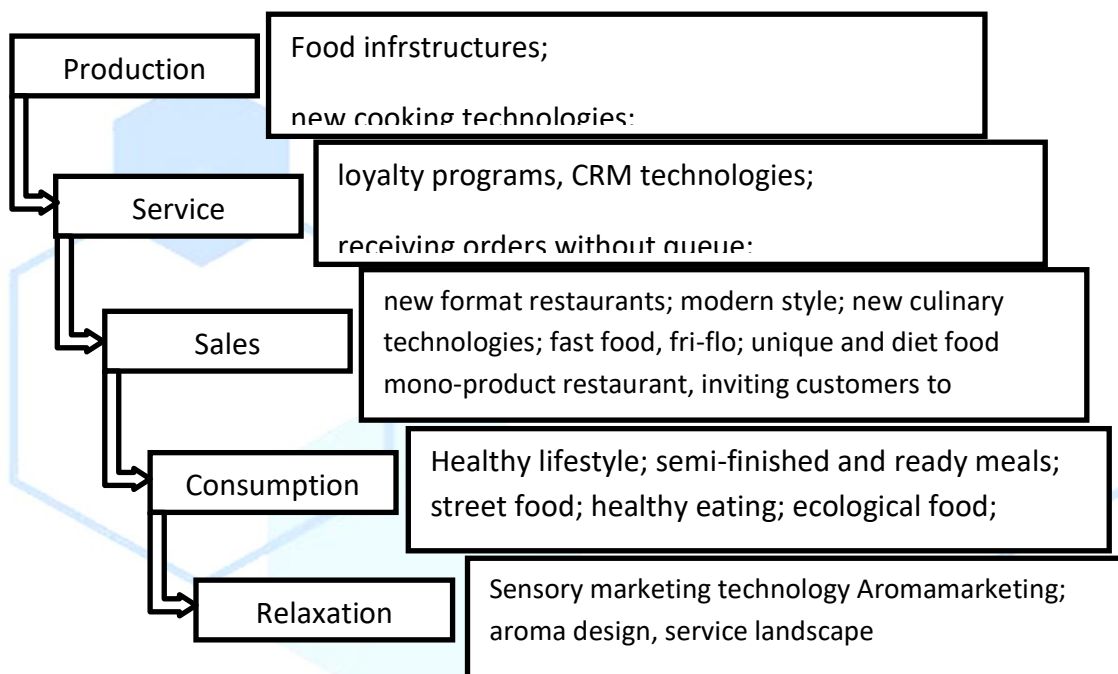
Путешественник может выбрать место, чтобы принять участие в новых культурных мероприятиях, или он может просто захотеть попробовать местную кухню и вкусы. В результате такие функции, как знакомство с местной кухней, наблюдение за тем, как готовится блюдо и дегустация блюда, приготовленного из уникального ингредиента, встречающегося только в этом месте, начали подниматься на вершину списка важных переменных, влияющих на предпочтения посетителей. Данное исследование направлено на понимание инфраструктуры гастрономического туризма и ее современных особенностей, которые влияют на мотивацию туристов и их решение посетить это известное туристическое направление.

Ключевые слова: туризм, гастрономический туризм, инфраструктура гастрономического туризма, особенности гастрономического туризма, туристская мотивация, местная кухня, традиционный образ жизни.

Introduction: Researchers interested in food consumption in tourism have recently begun to use an interpretive approach to study the reasons driving tourist food intake. Kim. (2019) used a grounded theory method to investigate the motivators for local food consumption in tourist areas. An exciting experience, escape from routine, health concern, gaining knowledge, authentic experience, togetherness, prestige, sensory appeal, and physical setting were recognized as nine motivating variables. Kim's results provide vital insights into the motivations and variables driving local food consumption. Yet, because their attention was limited to local cuisine, they mostly used a broad tourist motive framework to explain visitors' local food consumption behavior. This may cause the "obligatory" and "extension" character of food consumption in tourism to be overlooked (Mak 2022). Food is viewed as an important aspect of the tourism experience, giving travelers a window into a destination's local culture. The literature clearly shows a link between food and tourism, which is described in a variety of words such as "cuisine tourism," "culinary tourism," "gastronomy tourism," and "food tourism" (Ignatov and Smith, 2006; Karim and Chi, 2019). The emphasis on cooking methods alone does not capture the entirety of food's significance as a tourist attraction. Gastronomy tourism is regarded to be wider than culinary tourism since gastronomy refers to "the art or science of good eating" (Gillespie, 2021). The phrase "culinary tourism" is a suitable option, however, it has been used in both food tourism and beverage tourism (wine tourism, beer tourism, coffee tourism, tea tourism, and whisky tourism) (Getz, 2014). Ignatov and Smith (2016) also defined 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 word "food tourism" is adopted in this study to make it basic, focused, and

comprehensive, and to prevent any prejudice connected with other terminology. The phrase "culinary tourism" is a suitable option, however, it has been used in both food tourism and beverage tourism (wine tourism, beer tourism, coffee tourism, tea tourism, whisky tourism) (Getz, 2014). *The study argues that greater use of local food in the region's tourism economy offers a means of strengthening the regional tourism product, and at the same time, gastronomic tourism infrastructure and its modern features may also contribute to the district's development in tourism.*

Literature review: Innovations serve to form a new consumer segment, ensuring the preservation of technical and technological, service capabilities in the field of restaurant service. Although the technical and technological capabilities of national cuisine restaurants in our country today are very outdated, they are important for attracting a new consumer segment consisting of foreign tourists. Restaurant service innovations involve the use of new techniques, devices, equipment, and new technological methods and recipes in cooking. New technological lines, self-service channels, and equipment of halls in restaurants and bars are a vivid confirmation of this. Today, about 40% of catering products use new technologies. These innovations require not only increasing profits, but also attracting skilled workers with new knowledge, skills, and abilities using these technologies, applying a system of high-quality food and service standards. One of the successful innovations in the field of catering is automated accounting systems. At the same time, all processes from taking orders, preparing, presenting, pricing, and recycling used products to paying salaries to employees are completely based on digital technologies. 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 (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.

Methodology: The study on the motivation of tourists to choose gastronomy tourism was a qualitative research by studying and collecting data from document research and interview research. this section will introduce the methodology of the study, study area and data collection, and data analyses as well. The purpose of this study is to add to the research on gastronomy experiences in tourism. Its major goal is to examine passengers' interests and motives regarding gastronomy tourism and its modern features.

Result and discussion: 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 infrastructure, 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 (Х.Тораев, and Х.Х. Я. Турдибеков, 2020).

(personnel) who have the skills to create new types of dishes and products, test them, and work effectively with restaurant equipment and equipment, aimed at meeting the growing needs of customers through the use of new technologies.

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). Base 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.

Conclusion: Through efficient and successful marketing and development techniques, destinations support considerable expansion of food tourism, which has become one of the most active components of their tourist industry. Foodies and food tourists must thus be considered in the design, development, and marketing of food tourism. Previous studies concentrated mainly on local food consumption or consumer behavior toward food items or services. Finally, representatives of the company make agreements on the significance of developing collaboration tools amongst all players in the value chain of culinary tourism at the local level, both in the conceptualization as well as in the development of product offers and promotion.

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