

INFLUENCE OF LOCAL FOOD ON TOURIST
MOTIVATION IN BUKHARA

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Annotation: Gastronomy is one of the main factors in tourist destination. Furthermore, motivation to travel to a destination is also important for destination management for marketing strategies and capacity building. While the literature supports the view that there is a link between local cuisine and tourism, little is known about tourist's motives to travel for local food and understanding how local cuisine can contribute to the tourist's overall experience while visiting a destination.

Key words: Gastronomy, tourist destination, local food, tourism, tourist motivation.

Gastronomical part of tourist motivation in Bukhara is not studied widely. Bukhara is famous for Abu Ali ibn Sino (Avicenna) and the oldest buildings in Central Asia among international tourists, but which local food can remember tourists who visited Bukhara? If analyze reviews from tripadvisor.com Bukhara is being famous not only with its ancient places, but also with local food which are being presented to international tourists. Even vegetarian tourists expecting that Uzbekistan to be a country of meat lovers where they would have issues finding something for themselves are really wrong. They can find vegetarian options of all the best Uzbek dishes without any problems.

Previous research shows that consuming local foods attract people because they are associated with escaping from daily routine, respecting local values, feeling country's atmosphere, conserving traditional landscapes and supporting the local economic activities. Also, tourists seek out foods which are regarded as being traditional as part of their quest for authenticity in their travels. There have been few studies that have aimed to analyze motivational factors influencing tourists to visit local culinary attractions. For instance, Kim and Eves have developed a measurement scale for tourist motivations for consuming local foods. They found that the motivations for food consumption could be categorized into five types, as cultural experience, excitement, interpersonal relationship, sensory appeal and health concern.

Constructs	Definitions
Cultural experience	Considering local food to represent a unique aspect of a region's culture.
Excitement	A need to the experience of tasting a new food or beverage that differs from the tourist's typical fare at home.
Interpersonal relations	The desire for togetherness that motivates someone to meet other people, spend time with family, and visit family and friends.
Health concern	A lifestyle perspective to learn what affects health-related behaviours, including consuming certain foods.
Sensory appeal	Interesting experience, escaping from the daily routine, wanting to taste different foods, and health reasons.

Based on the motivations in relationship with gastronomy, Quan and Wang presented a conceptual model of the tourist experience in which the tourist, when traveling, is found with different primary and secondary motivations. Gastronomy would be framed as a primary or secondary motivation. It would be a primary motivation, for those people who visit a place for joying local food. It would be a secondary motivation, for those people whose primary motivation is not that of knowing the gastronomic wealth of a destination, consider this option as very important in planning their trip. Besides, the dimensions of tourists' food motivation have been categorized in two main categories as symbolic dimensions (learning local culture, exciting experience, authenticity, prestige), and obligatory dimensions (health concern, physical need etc.) (Mak, Lumbers, & Eves, 2012). Tasting local food is claimed to be a pleasurable and exciting activity by Kivela and Crotts (2006).

There are psychological factors based on personal characteristics, past exposure, variety seeking which is reported to affect local food consumption in destinations. Some researchers study two kinds of consumer behavior such as neophobia and neophilia. There is a type of people which don't like to taste unfamiliar food (neophobia), on the other hand they also have a curiosity to taste local food (neophilic) (Fischler, 1988).

Many studies have shown the significance of food as a determinant of destination image (Ab Karim & Chi, 2010; Lertputtarak, 2012; Sánchez-Cañizares & López-Guzmán, 2012). Food is one of the components of destination image (Sánchez-Cañizares & López-Guzmán, 2012), and Hu and Ritchie (1993) mentioned that local food increase attractiveness of tourist destination. Also, food can be an initial persuader for travel decisions as it provides pleasurable sensory experience (Babolian Hendijani

& Babolian Hendijani, 2016; Björk & Kauppinen-Räsänen, 2017), and helps to learn the local culture (Mak, Lumbers, Eves, & Chang, 2017; Okumus & Cetin, 2015).

Azjen’s TPB has been used to understand consumer decision-making behavior. According to the TPB, tourist’s behavior is preceded by their intentions to perform such behavior.

Table 1. Attitude toward local food.

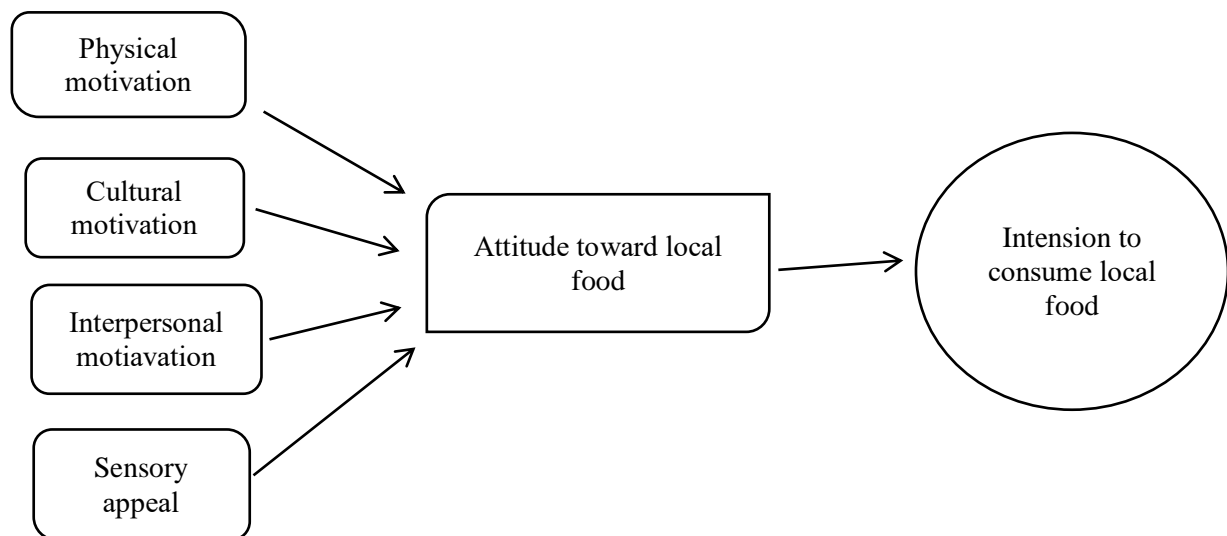


Table shows that from the attitude toward the local food of tourists appears intension of consuming it and four factors shows their attitude: Physical motivation, cultural motivation and statue motivation.

In conclusion, it can be referred that assessing the motivation of international tourists for the consumption of local cuisine in Bukhara, one of the oldest cities of Uzbekistan, which attracts many tourists with its ancient rich history and remarkable places. It should be learned how does local food work in destination branding in Bukhara. For the reason that, Central Asia is famous for delicious and cheap food. Ardabili et al., (2011) mentioned that food in tourism has been under investigated in most tourism studies. As usual all travelers cannot exclude the consumption of food from any travel purposes either for business or leisure, because, eating is a necessity rather than an obligation. Food cooked from local ingredients is also served at restaurants as a means of adding value to the guest`s eating experience and to respond to customers recently acquired interest in local food and local cuisine.. There is a type of tourists which travel with the principal and/or secondary motivation of discovering a different cuisine, learning more about it, relaxing by tasting the typical local dishes, cultural enrichment, etc. Therefore, in this regard, it is important to analyze the perception that the visitors have with respect to the local food, especially in the countries which is attracting more visitors day by day and the authenticity of the local gastronomy.

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