

ANALYSIS OF THE ECONOMIC EFFECTIVENESS OF THE ACTIVITIES OF GASTRONOMIC TOURISM SUBJECTS

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Abstract

In this article, it is a good way to create jobs in areas with gastronomic attractions. Gastronomic tourism is a unique opportunity to reflect the culture, history and traditions of this country. In addition, using it to create thematic excursions and workshops possible. It is worth noting that the development of infrastructure, popularization of products, state support, preparation of gastronomic services and attracting qualified specialists to them, as well as creation of new products and services based on national traditions, should be done in the field of tourism in order to publicize national values.

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Introduction

Tourism is a good way to create jobs in areas with natural, cultural, historical and gastronomic attractions. Industrialized cities usually attract almost no tourists. Since our country is not that big and not rich in resources, we cannot move them everywhere as we want. Therefore, it will be necessary to encourage industries that do not require large amounts of natural resources. For example, in all developed countries of the world, foreign exchange income from international tourism generates more income than the sale of certain categories of goods. According to the World Tourism Organization, 100 tourists spend about \$200 in a city with developed tourism services, which means that one tourist's stay in the city brings \$2 in revenue.

The tourism industry in Uzbekistan has great development potential. This is due to the presence of many unique natural places, a large number of gastronomic places and a rich cultural and historical heritage. The region and the country have a sufficient number of architectural and artistic monuments of different eras and civilizations, many of which are included in the UNESCO World Heritage List. But, unfortunately, today this potential is not being used effectively, we have a lot of mistakes and shortcomings.

Analysis of literature on the subject

The concept of "gastronomic tourism" was first introduced in 1998 by Lucy Long, a professor of the Department of National Culture at Bowling Green State University, Ohio, USA. To express his idea of how people perceive different cultures through food culture, he says: "I define culinary tourism as the participation of people in experiencing new foods, including consumption, preparation and presentation. This definition is tourism of the individual. emphasizes the importance of experience as an active

participant in the process of assimilation, because food, as part of this overall experience, evokes an aesthetic response in it.

Research methodology:

In the process of studying the improvement of economic efficiency through the development of local gastronomy, we used the methods of logical analysis, analysis and synthesis. Because scientific research is based on the collection of qualitative and quantitative indicators, the study of the natural environment, the creation of questionnaires filled out by visitors and the analysis of data.

Analysis and results:

Food service operations continue to evolve with quality growth. Eating away from home has increased the demand for food and beverages, and with more of the population eating out, customer needs continue to diversify. Food and restaurant styles are also adapting to the demands of increasingly consumerist and value-conscious customers. Menu and drink list content is constantly updated with trends, fashions, the relationship between health and nutrition, dietary requirements, cultural and religious influences, the development of vegetarianism and customer acceptance of, or otherwise irradiated and genetically modified foods. has an effect. The growing scope of food service operations requires evolving approaches to food and beverage service. The traditional view of food and beverage service is a delivery process where the customer is a passive consumer of the service. In recent years, this view is changing significantly for the better. The customer is now seen as a central part of the process and an active participant in it. Increasing competition means that both the quality of service and the value of the customer-perceived experience are key differentiators between operations seeking to attract similar customers.

Thus, understanding the customer's involvement in the process and defining the experience they can have and should expect is becoming critical to the business success of foodservice operations. An expanding industry usually means more choice. This simplifies food service operations while reducing potential skill shortages and improving efficiency. In some industries, there is less emphasis on complex service methods, but more emphasis is placed on sound product knowledge, well-developed interpersonal skills, technical skills and the ability to work as part of a team across the industry.

However, service levels and standards still vary widely across the spectrum of food service operations. While there are many examples of operations operating at the highest level of skill, unfortunately there are also operations that assume food and beverage service is something anyone can do. This is frankly absurd: a food service operation can only function effectively where well-designed operating systems are in place and employees are trained to work within them. The customer's enjoyment of the meal is also greatly improved because the service staff has the confidence and time to be truly hospitable.

Any successful food service operation requires that all elements work together: the wait staff works alongside the chefs, and the wine and beverage list matches the food. The important contribution of food and beverage service professionals cannot be overlooked. For example, Michelin stars or AA rosettes are awarded to restaurants, not individuals. Therefore, service managers and service personnel, their competence and professionalism should always be in the spotlight, just like other industry professionals. However, food and beverage service also represents the ultimate paradox, namely that the better it is, the less attention it receives. Meals can include many different styles and types of cuisine. They can be classified by country, for example, traditional English or Italian; by type of cuisine, for example, oriental; or a particular specialty such as fish, vegetarian or healthy food.

It is known that beverages include all alcoholic and non-alcoholic beverages. Alcoholic beverages include wine and all other types of alcoholic beverages such as cocktails, beers, spirits, and liqueurs. Non-alcoholic beverages include bar drinks such as mineral waters, juices, pumpkins and sodas, as well as tea, coffee, chocolate, milk and milk drinks, as well as specialty drinks such as Boveril.

According to Maslow's pyramid of needs, food can be defined as a physiological need (Smith, 2017). A person can satisfy their physiological needs by eating any basic form of food and then reach the next levels of the pyramid by adding value to the eating experience. As a result, self-realization, which is the fifth stage of Maslow's pyramid of needs, can be achieved by eating other cultural and local foods (Guzel and Apaydin, 2016). Although food is a basic need, in tourism, eating can be a motivation for choosing destinations (Tikkanen, 2007). Therefore, host countries focus on promoting their destinations by promoting their local food and drink. In this regard, a new concept of gastronomic tourism has been developed.

Globalization has reduced the differences and distances between countries, and with the help of improved communication and transportation, it encourages different people to explore the world beyond themselves. According to the World Tourism Organization (UNWTO), in 2018, international tourism generated an income of 1.7 trillion dollars. Also, food has become the second largest expense in a traveler's budget, regardless of whether it is provided by the accommodation or not (Sormaz, Akmes, Gunes, & Aras, 2015).

However, few studies have examined tourist eating behavior, food consumption in tourist destinations, and local food consumption in hospitality and tourism settings (Chang, Kivela, & Mak, 2011; Mak, 2012a) and local food consumption. -reviewed motivations for food and beverage consumption (Cohen & Avieli, 2004; Kim et al., 2009). This emerging interest is fueled by many destinations using their culinary resources to differentiate and promote themselves from others, such as Australia, New Zealand, Italy, and Singapore (Chang, Kivela, & Mak, 2010; Hall & Mitchell, 2002). Based on previous research, potential factors influencing tourists' food consumption behavior include cultural and religious factors, socio-demographic factors, food-related personality traits, exposure and past experience. and motivational factors are differentiated (Mack, Lumbers, Anita, & Chang, 2012b). Although existing research has provided a foundational work in understanding the factors that influence tourists' food consumption, a systematic review of these factors and their interrelationships is lacking. In addition to Hall above, Sharples, Mitchell, Macionis, & Cambourne (2004) argue that there are two types of food tourists, namely tourists who eat food as part of the travel experience and destinations those who only choose food by preference. Thus, simply visiting a restaurant while traveling cannot be considered food tourism, culinary tourism, or gastronomic tourism. In other words, tourists' choice of destination should be influenced by their particular interest in cooking, gastronomy, gourmet or cuisine.

Collective celebrations, which are one-time or regular events and aim to attract tourists to taste food and drinks typical of a certain geographical area, are called food festivals (Iriguler & Ozdogan, 2017). According to Mason and Paggiaro (2012), the main purpose of food festivals is to attract new visitors to the events by promoting brand values, raising awareness, creating brand loyalty and strengthening community relationships using the connection to local food. includes. Due to the aforementioned awards, destinations around the world have become famous by organizing various food festivals. Hence, tourists travel to these destinations every year to get this experience. According to the CNN Travel website, the top 14 food festivals in the world: Wildfoods Festival (Hokitika, New Zealand), Annual Golden Spurtle (Cairngorms, Scotland), Onion Market (Bern, Switzerland), Watercress Festival (Hampshire, England), Salon de Chocolate (Quito, Ecuador), Bacon Festival (Sacramento, California), Blue Food Festival (Bloody Bay, Tobago), PoutineFest (Ottawa, Canada), Castagnades Chestnut Festival (Ardeche, France), Dumpling Festival (Hong Kong), National Cherry Festival (Traverse City, Michigan), Pizzafest (Naples, Italy), Vegetarian Festival (Phuket, Thailand), Herring Festival (Hvide Sande, Denmark) (World's Best Food Festivals, 2017). Traveltriangle Blog also mentions some festivals like Pizzafest in Italy, Bacon Festival in California, Salon de Chocolat in Ecuador, Dumpling Festival in Hong Kong, National Cherry Festival in Michigan, Herring Festival, Vegetarian Festival. (13 of the World's Most Popular Food Festivals to Visit in 2020, 2019).

As mentioned above, although there are different festivals with different main themes, the importance

given to food is important (Li & Arcodia, 2011). These types of food festivals promote economic development by attracting tourists who want to experience new cultures and flavors. Although these food festivals have different themes, they all include cooking demonstrations, stalls selling local products, workshops, cooking demonstrations with celebrity chefs, competitions, musical shows, arts and crafts workshops and fundraisers . enriched with additional programs such as events and (Iriguler & Ozdogan, 2017) to include a diverse and attractive environment for visitors. Local food plays an important role in the tourist's experience, but to what extent depends on their motivation to try local food. Therefore, for some tourists, food is the main motivation, while for others, it is a supporting factor for visiting a destination. When food becomes the main motivation, tourists prefer to attend food festivals rather than sightseeing (Iriguler & Ozdogan, 2017). According to Sormaz et al. (2015), gastronomic tourism includes food festivals, gastronomic tours to observe food production, dining experiences in restaurants, communication with famous chefs. Food festivals can be the main attraction of a destination or an added factor for a visit. Whatever it is, it should match the characteristics of the target. (Guzel and Apaydin, 2016).

In recent years, dining has emerged as a major activity among tourists, and many tourist destinations are promoting their local food and cuisine to attract tourists to their destinations (Horng & Tsai, 2012). . The local cuisines reflect the main elements of the intangible heritage of the place and through this, tourists can have a real cultural experience by experiencing the local cuisines. Moreover, among the few elements of intangible heritage, it has been argued that food is the only element that has been able to maintain some degree of authenticity regardless of the influence of the immigrant population (Okumus, Okumus, & Mckercher, 2007). . From a gastronomic point of view, the sensations that a place to eat depends on the local climate. In other words, for a meal to be authentic, that place must be local (Symons, 1999). Thus, tourists who want to try local food avoid international hotels and global fast food chains such as McDonald's, KFC, Pizza Hut. According to Symons (1999), even artificial cooling of a restaurant or other eating place removes it from the local environment. According to Enteleca Research and Consultancy (2000), culinary tourists can be divided into five subgroups: gastronomic tourists, interested buyers, unreached tourists, unoccupied and laggards. This classification is based on the importance tourists place on food during their travels.

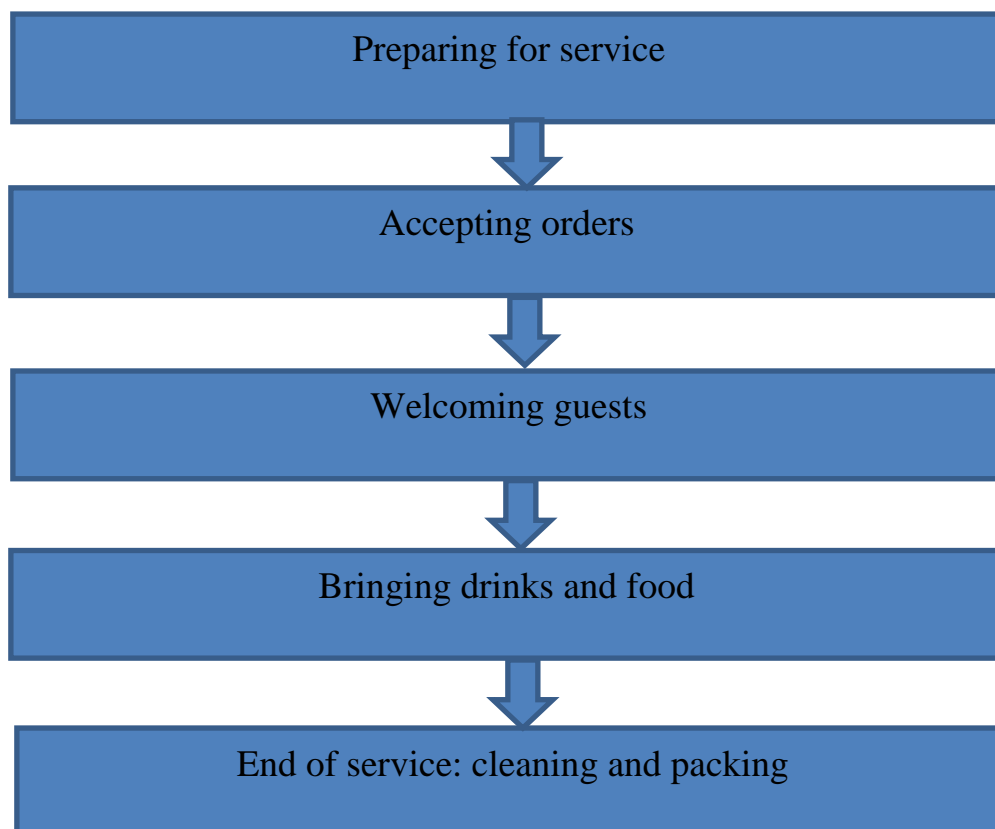


Figure 1. Stages of food service

Hence, for interested shoppers, food is part of the celebration and influences the enjoyment of the festivities, while laggards have limited or no interest in gastronomy and do not try local foods (Okumus et al., 2007). That is why it is important to taste real food in the travel plan for those who are either gastronomic tourists or interested buyers.

In addition, it is recognised that food and beverage service itself is actually two separate subsystems operating simultaneously. These include the sequence of services primarily associated with the delivery of food and beverages to the customer, and the customer's experience of ordering, serving, eating, and cleaning the area. Includes the client process.

The service chain is essentially a bridge between the production system, the beverage supply and the customer process (or customer experience). The sequence of services can consist of five steps as shown in Figure 1.

Each of these stages of the sequence of services can be implemented in different ways. The choice of method for a particular stage depends on the factors listed at the beginning of this section and the process the client has to go through.

The customer receiving the food and beverage product must fulfill or comply with certain requirements. Essentially, the customer enters the food service area, places an order or selects their selection, and is then served (the customer can pay at that point or later). Food and drink are then consumed, after which the area is cleansed.

When looking at food and beverage service from a customer process perspective, rather than just looking at it as a set of delivery methods, five main types of customer process can be identified.

All modern methods of food and beverage service can be grouped under five customer processes as follows:

1. Table service: the customer is served at the table. This type of service, which includes plated service or "silver service", is found in many restaurants, cafes and banquets.
2. Auxiliary service: the customer is served a portion of food at the table and is required to take it from some display or buffet by self-service. This type of service is found in bait-type operations and is often used for meals such as breakfast in hotels. Those functions can also be used for that.
3. Self-service: the customer takes the food himself from the buffet or counter. This type of service is found in cafeterias and canteens.
4. One-stop service: the customer orders, pays and receives food and drinks, for example, at the counter, at a bar in licensed premises, at a fast food or at a vending machine, etc.
5. Specialized service: food and drink are delivered to the customer's location. This includes tray service, trolley service, home delivery, lounge and room service in hospitals or on airplanes.

Food production job roles

Chef

The head chef has overall responsibility for the organization and management of food production. He is responsible for managing the food production team, often referred to as the kitchen team. They also plan and develop menus, control product sourcing, and establish and maintain performance standards.

Second chef

Second assistant to the head chef, acting as head chef when the head chef is absent. He can also substitute or assist the cook when needed. They are often the person responsible for staff training and staff rotation, as well as stock control. Smaller operations may have no chef, while larger operations

may have multiple chefs.

Department cook

May also be known as a department cook and is usually responsible for a specific area of food production, such as fish, vegetables, roasts, desserts or pork. In larger kitchens, each chef may have multiple cooks or assistants.

Commissary cook

A commissary chef is a junior chef who works under the chef de partie to gain experience in department work. It is common for commissary chefs to work in several departments as part of their training.

We offer the following system of indicators to evaluate efficiency in restaurants:

Table 1 Service efficiency in restaurants

Indicator name	Formula	Explanation
The degree of responsiveness of the restaurant decor	$D_r = \frac{B_0}{B_1}$	The ratio of the rating given to the restaurant decoration to the rating given to the best restaurant in the area
Service quality of employees	$S_r = \frac{f_0}{f_1}$	The ratio of customer ratings for a given restaurant to the average rating for the best restaurant in the area
Food quality level	$T_r = \sum_{i=1}^{i=n} \frac{m_{i0}}{m_{i1}}$	The ratio of the rating assigned to a given dish to the maximum rating assigned to that type of dish
An integrated indicator of restaurant services	$I_r = \sqrt[3]{D_r * S_r * T_r}$	The integrated indicator of restaurant services is equal to the geometric mean value of the restaurant decoration, service quality and food quality level.

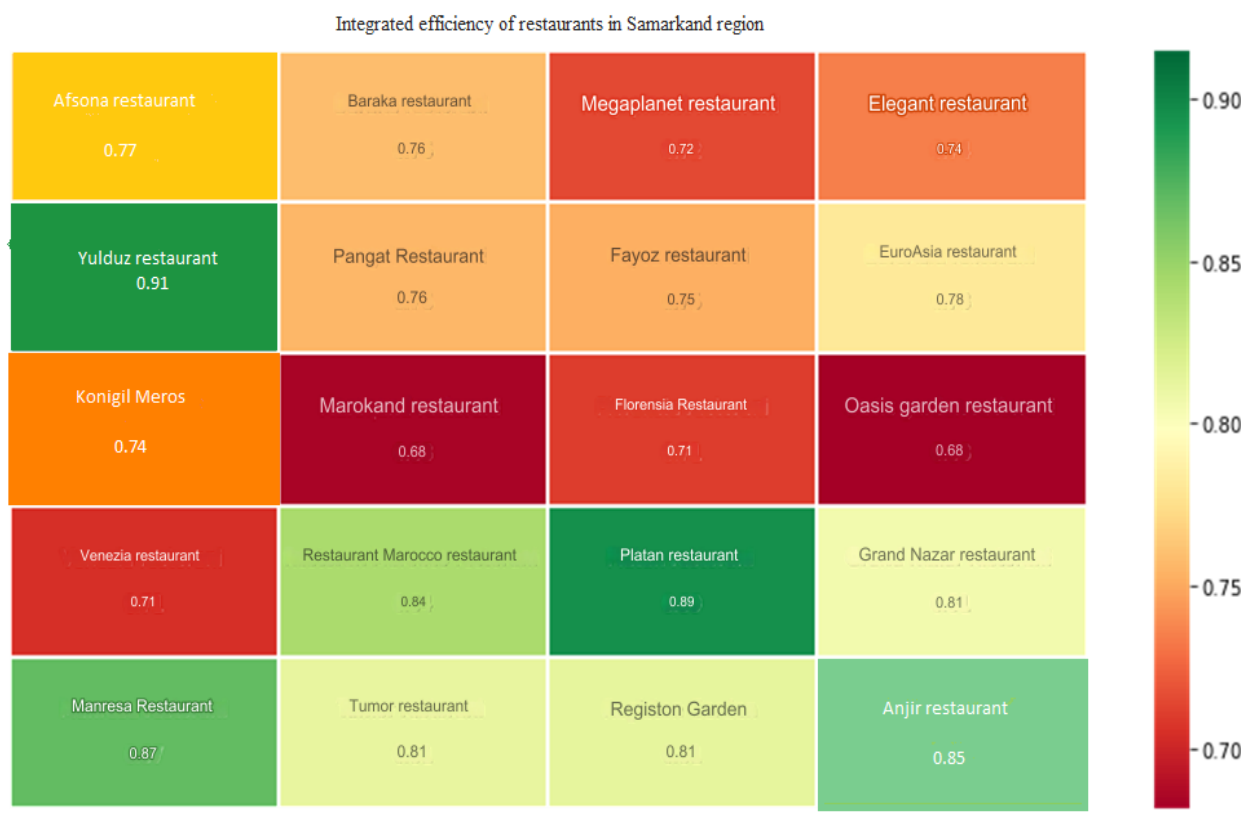
The system of indicators presented in Table 1 is compiled based on the benchmark method. In this case, the rating given to each indicator is compared to the best restaurant in the area, for example, on a 100-point scale. The purpose of the comparison with the best restaurant in the area is to assess how much the regional cooking traditions, food quality and speed of service differ among the restaurants. For example, the appropriateness of the restaurant decor is an important indicator to evaluate the creation of an environment that does not conflict with the local culture, uplifts the mood and gives aesthetic pleasure to the customers when they visit the restaurant. In this case, how the average rating given by the customers to the restaurant decoration compared to the restaurant with the best decoration in the area can be used in the evaluation of the above-mentioned indicator.

The service quality indicator is intended to reflect the speed of service, the behavior of employees and other characteristics of customer relations. In the evaluation of quality, it was evaluated by the ratio of the customer's rating of the restaurant service to the rating of the best restaurant in the area.

Table 2 Quality indicators of restaurants in Samarkand region

Serial number	Restaurant name	The degree of responsiveness of the restaurant decor	Service quality of employees	Food quality level	An integrated indicator of restaurant services
1	Jomboy district Afsona restaurant	0.75	0.74	0.81	0.7661
2	Baraka restaurant, Koshrobot district	0.8	0.62	0.88	0.7586

3	Narpay district Megaplanet restaurant	0.65	0.75	0.75	0.7151
4	Narpay district Elegant restaurant	0.58	0.77	0.89	0.7353
5	Okdaryo District Star Restaurant	0.84	1	0.91	0.9143
6	Pangat restaurant, Payariq district	0.68	0.69	0.92	0.7558
7	Fayoz restaurant, Payariq district	0.71	0.77	0.78	0.7527
8	Pakhtachi district EuroAsia restaurant	0.86	0.72	0.77	0.7812
9	Samarkand district Konigil Heritage paper ethno and gastronomic tourism resort	0.78	0.68	0.75	0.7355
10	Marokand restaurant, Kattakurgan city	0.62	0.67	0.77	0.6839
11	Samarkand city Florentsia restaurant	0.79	0.63	0.72	0.7103
12	Samarkand City Oasis Garden Restaurant	0.77	0.58	0.71	0.6819
13	Samarkand Venezia restaurant	0.72	0.65	0.75	0.7054
14	Samarkand city Restaurant Marocco restaurant	0.83	0.72	1	0.8423
15	Samarkand city Platan restaurant	1	0.77	0.93	0.8947
16	Samarkand city Grand Nazar restaurant	0.78	0.79	0.85	0.8061
17	Samarkand city Manresa restaurant	0.88	0.81	0.92	0.8688
18	Samarkand city Tumor restaurant	0.85	0.76	0.83	0.8124
19	Samarkand city, Registan Garden	0.92	0.78	0.75	0.8134
20	Anjir restaurant in the city of Samarkand	0.89	0.81	0.86	0.8527



The indicator called the quality of food in restaurants is formed by comparing the ratings of each dish on the menu with the same food in other restaurants. This indicator provides an opportunity to compare the skills of chefs in one restaurant with the skills of chefs in other restaurants. The overall quality of services can be estimated by calculating the geometric mean of the above three indicators. Table 2 shows the results of the above system of indicators for 20 restaurant restaurants in Samarkand region. As can be seen from above, among the restaurants operating in Samarkand region, not the restaurants of Samarkand city, as expected, but Yulduz restaurant in Okdarya district recorded the highest overall service quality index of 0.91. Overall, this restaurant is noted for its high quality food, tasteful decorations and staff service compared to other restaurants.

Conclusions and suggestions

The analysis of the economic effectiveness of gastronomic tourism subjects in Uzbekistan has revealed several key findings that shed light on the sector's impact on the national economy and tourism industry:

- **Cultural Richness and Tourism Appeal:** Uzbekistan's gastronomic tourism subjects, including traditional restaurants, street food vendors, and culinary events, play a pivotal role in showcasing the country's rich cultural and culinary heritage. The unique blend of flavors, spices, and culinary techniques contributes significantly to the nation's tourism appeal.
- **Economic Contribution:** The economic contribution of gastronomic tourism subjects in Uzbekistan is noteworthy. The sector not only generates direct revenue but also stimulates related industries, such as agriculture, food production, and hospitality, thereby fostering economic growth and employment opportunities.
- **Heritage Preservation:** Gastronomic tourism subjects act as custodians of Uzbekistan's culinary heritage. Traditional dishes and cooking methods are not only preserved but also presented to tourists, contributing to the safeguarding of cultural identity and traditions.

- **Destination Competitiveness:** The gastronomic offerings of Uzbekistan enhance the competitiveness of the destination. The country's unique food experiences create a distinct appeal, attracting tourists seeking authentic cultural encounters and culinary adventures.
- **Challenges and Opportunities:** Challenges such as infrastructure development, marketing, and skill enhancement in the gastronomic sector need attention. Simultaneously, there are opportunities for growth through strategic collaborations, investment in culinary training programs, and the development of niche culinary tourism products.

Suggestions:

Building on the conclusions drawn from the analysis, the following suggestions are proposed to further enhance the economic effectiveness of gastronomic tourism subjects in Uzbekistan:

- **Promotion of Culinary Tourism Trails:** Develop and promote culinary tourism trails that showcase the diverse regional cuisines of Uzbekistan. This could involve collaboration with local restaurants, markets, and food festivals, creating a comprehensive experience for tourists interested in exploring the country's culinary landscape.
- **Training and Skill Development:** Invest in training programs for culinary professionals to enhance their skills and adapt to international standards. This will not only elevate the quality of gastronomic offerings but also empower local chefs to innovate and cater to evolving consumer preferences.
- **Digital Marketing Campaigns:** Leverage digital platforms to market Uzbekistan's gastronomic tourism offerings. Utilize social media, food blogging, and interactive content to engage with potential tourists globally, raising awareness about the country's culinary delights.
- **Support for Small and Local Businesses:** Implement policies and initiatives that support small and local gastronomic businesses. This could include financial incentives, access to funding, and capacity-building programs to empower entrepreneurs and ensure the sustainability of the sector.
- **Collaboration with Agricultural Sector:** Foster collaboration between the gastronomic and agricultural sectors to promote the use of locally sourced ingredients. This not only supports local farmers but also adds an authentic touch to the culinary experiences, promoting the concept of farm-to-table dining.
- **Government Advocacy and Infrastructure Development:** Advocate for government support in terms of infrastructure development and policies that recognize the economic potential of gastronomic tourism. This may involve creating designated food zones, improving transportation to culinary hotspots, and ensuring food safety standards.

In conclusion, the economic effectiveness of gastronomic tourism subjects in Uzbekistan can be further optimized through a strategic blend of marketing initiatives, skill development, collaboration, and supportive government policies. By capitalizing on the country's rich culinary heritage, Uzbekistan has the potential to become a prominent player in the global gastronomic tourism landscape, driving economic growth and cultural exchange.

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