

Gastronomic tourism in Uzbekistan (on the example of Samarkand).

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Abstract

This journal has analyzed gastronomic tourism in Uzbekistan. Moreover, author has analyzed gastronomic tourism industry both from theoretical and methodological points in the examples of Samarkand. The way of tourism development through gastronomic tourism has been pinpointed while making accents on outcomes and shortcomings as the whole.

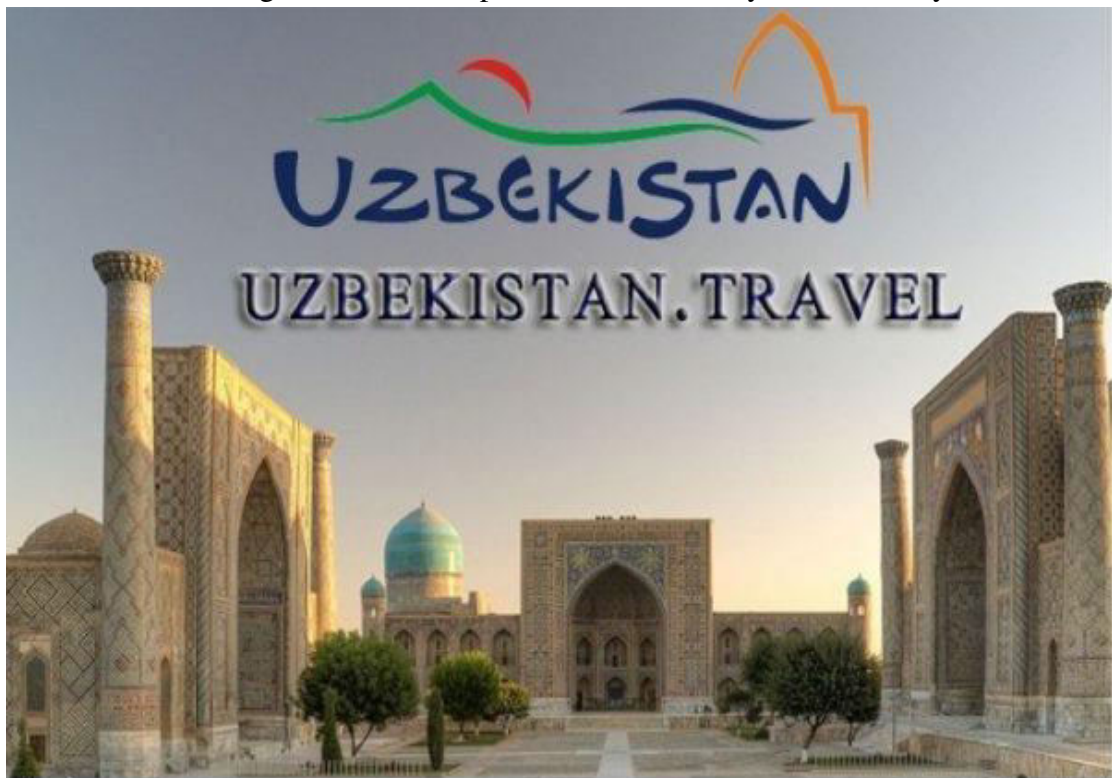
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Introduction

In recent years, the tourism industry has become one of the fastest growing socio-economic sectors in the world. While the development of tourism brings economic benefits to the country, increases foreign exchange earnings and employment, it plays an important role in increasing the social, spiritual, intellectual and intellectual potential. In this regard, Uzbekistan is a region with a wide tourist potential in the world of tourism. In particular, Samarkand, Bukhara, Khiva attract tourists from all over the world with their ancient and unique history and rich cultural monuments. Unfortunately, during the years of Soviet rule, Uzbekistan did not take full advantage of such a vast opportunity. Any foreign tourist who wants to visit is scheduled to come via Moscow. Of course this took some time and extra expense. As a result, the demand for tourism was low. During the years of independence, great attention was paid to tourism. The tourist potential of historical cities has been comprehensively studied, and the President and the Cabinet of Ministers have developed the necessary laws and resolutions to further increase the tourist potential. Thus, on December 2, 2016, the Decree of the President of the Republic of Uzbekistan Sh.M.Mirziyoev No. PF-4861 "On measures to ensure the accelerated development of tourism in the Republic of Uzbekistan" was adopted. According to the decree, the National Company "Uzbektourism" was liquidated, on the basis of which the State Committee for Tourism Development of the Republic of Uzbekistan was established, and this committee was appointed the authorized state body in the field of tourism. A number of measures have also been taken to simplify the visa process, eliminate unnecessary barriers, create conditions for tourists in tourist centers, and increase the investment attractiveness of the industry. As a result, in 2019,

exports of tourism services increased by 26.1% compared to 2018, reaching \$ 1.3 billion, and the share of the industry in exports of services reached 39.3%. The flow of tourists visiting our country has been growing year by year. In particular, 450,221 tourists visited in 2018, compared to 517,614 in 2019, or the number of visitors during this period increased by 15% compared to last year.¹ During the Covid-19 pandemic, as of November 1, 2020, the total number of tourists visiting Samarkand was 523,344, of which 49,500 were foreign and 473,844 were local tourists. Of course, the low flow of foreign tourists in 2020 can be explained by this worldwide coronavirus pandemic.

Samarkand has a special place in the tourist potential of the country. Rich in historical monuments, Samarkand is one of the most favorable cities for the development of tourism in the country. Therefore, in 1995, by the Decree of the First President of the Republic of Uzbekistan, the city of Samarkand was transformed into an economic and tourist zone. Today, a number of effective measures are being taken to develop the tourism industry in the country.



Today, large-scale efforts are being made in Samarkand to develop tourism. Samarkand's favorable geopolitical location, location on the Great Silk Road through Central Asia, favorable geographical and climatic conditions, rich cuisine of national cuisine and ancient hospitality of the people, as well as the availability of specialists and the necessary legal framework for the development of this industry. are important factors. At the meeting of the World Tourism Organization in Samarkand (October 5, 1994), which adopted the Declaration, which is now recognized worldwide as the "Samarkand Declaration", the city was unanimously recognized as the "heart of the Silk Road." In recent years, a wide range of measures have been taken to accelerate the development of the tourist potential of Samarkand region. It pays special attention to the necessary conditions for tourists, the construction of 3, 4, 5 star hotels, cultural and health

¹<https://uzbektourism.uz/cyrl/research>

centers, as well as tourist and recreational areas and shopping and entertainment centers, built in the modern national and European style. In addition, in order to create conditions for a meaningful catering system and meaningful leisure time of tourists, some work is being done to show modern restaurants, light and musical shows, national traditions and customs in the area of historical monuments.

Gastronomic tourism has a special place in the development and sustainable development of tourism. Because one of the most popular practices in the field of tourism today is the development of gastronomic tourism. It is known that in this area, along with other countries, Spain and Italy are far ahead. At the 3rd World Forum of the World Tourism Organization dedicated to gastronomic tourism in 2017 in San Sebastian, Spain, opinions were expressed on the adherence of gastronomic tourism to the principles of sustainable tourism. Extensive work is being done in Uzbekistan in this direction. In particular, the Gastronomic Tourism Association was established to organize various events in the field of gastronomic tourism, including exhibitions, festivals, forums, seminars, scientific conferences, round tables, competitions and other similar events. Under the auspices of international grants, the Association implements various projects for the development of gastronomic tourism in the history, present and future of the Uzbek national cuisine. Regularly holding the International Festival of National Cuisine "Delicious Uzbekistan" in Uzbekistan in November, the best restaurants of the year, "Waiter of the Year", "Restaurant Manager of the Year", "Chef of the Year" among the member restaurants and their staff nominations are organized.

Samarkand is not only a tourist center with ancient historical monuments, but also a gastronomic tourist destination with the most delicious desserts, meals and fruitful paradise. For example, historians, tourists and merchants who visited Samarkand wrote about the city's paradise gardens, sweet fruits and national dishes. In particular, Rui Gonzalez de Clavijo, who visited the palace of Amir Temur in 1404, wrote in his memoirs about the markets of Samarkand, the festive table, hospitality. Also, Zahiriddin Muhammad Babur in his memoir "Boburnoma" gave valuable information about the Samarkand hui fruits, shirmoy bread. Similarly, the Arab travelers Juwayni, Istahri, al-Tabari, as well as the works of Chinese travelers spoke about the markets, cuisine and abundance of Central Asia, especially Samarkand.

Main part

In fact, any oasis in Uzbekistan has its own variety and rich enough to prepare delicious national dishes. Peculiarities of Uzbek national cuisine, Uzbek national cuisine differs from dishes of other nations by its diversity and method of preparation. Our national cuisine has a centuries-old tradition and culture of cooking. It is an integral part of national values, as it reflects the way of life, traditions, peculiarities and climatic conditions of our generous homeland.

².

It is known from history that the agricultural population of Asia prepared mainly from a variety of cereals, fruits and vegetables, and conversely, the nomadic and semi-nomadic population prepared food from animal products, ie meat, fat (tail and tail) and dairy products. But year after year, the influx of sedentary and nomadic populations has resulted in assimilation and dissimilation, and their eating patterns and types of food have become intertwined. The result is a

²Uzbek culinary art. "National Encyclopedia of Uzbekistan" T.: 2005. page 20

delicious kitchen that complements each other. It should be noted that the Uzbek and Tajik cuisine in Central Asia is almost the same, only the Turkmen, Kyrgyz and Kazakh national dishes are slightly different from the Uzbek national cuisine.

If we talk briefly about the national cuisine of the Uzbek national cuisine, in particular, the national cuisine of Samarkand region and adjacent areas, its variety of dishes and desserts has a special place due to its antiquity, vitamin richness and strength. Among the Uzbek national dishes, the national dishes made of pastries and cereals are among the leading dishes. Wheat, oats, corn, barley and, in rare cases, millet, rye (Italian millet), lentils (chechevitsa) flours were used in the preparation of pastries. (Nowadays, barley, lentils, millet, flour are almost never used.)

Grain products are widely used, mainly rice, mung beans, beans, peas. Grain products are made of mashhur, moshkichiri, mastava, or khurda, shirkhor, or milk rice, and thicker ones are shirbiring or shirguruch. It is also common to cook zucchini, squash or shirkad by boiling rice in milk and adding zucchini (kadi). In addition, a thick dish of wheat and barley is made into chicken soup or wheat chicken, barley chicken dishes. Sumalak and wheat bran and halim (khalisa) are made from wheat and wheat flour. Sumalak is made by women, from wheat and wheat flour grown to a length of 1 cm. Halim, on the other hand, is one of the royal dishes prepared by men on national holidays and Eid al-Adha. Another of the most delicious and famous dishes of Samarkand is nahuti shurak (delicious pea). Its cooking technology and the art of drawing on the table are done in a unique way.



Another delicacy of Uzbek cuisine is pilaf. It is not clear when and where the pilaf originated. Its history goes back thousands of years. Only various myths and legends have come down to us. Therefore, at the next meeting of UNESCO, which took place from 28 November to 2 December 2016 in Addis Ababa (Ethiopia), pilaf, which is a national dish, was included in the list of intangible cultural heritage of UNESCO.

The cooking of pilaf is being developed in different nationalities and ethnic groups. Today, there are more than 100 types of pilaf in Uzbekistan, the most common of which are Fergana pilaf-fried pilaf, Bukhara and Samarkand pilaf-sofi or sofaki pilaf, wedding pilaf, tograma pilaf, sitora

pilaf, kavotak soup, stuffed soup and others. In ancient times, when pilaf was served, a salad made of raisins was mixed with chopped onions in raisin-grape vinegar. In addition, parvarda and similar sweets from confectionery were served with rice, which helped the food to be better digested.



It is known that on the Uzbek table bread is considered incomplete. No matter what food is put on the table, it is eaten with bread. Samarkand bread and bakery products also play an important role in Samarkand gastronomy. After all, the role of Samarkand bread in the hospitality of the people of Samarkand and the splendor and richness of the table is incomparable. Samarkand bread has a long history and various legends about its preparation. It is said that real Samarkand bread, well-kneaded and baked in the oven, can be eaten for up to 3 years. Historical sources explain the commendable taste of Samarkand bread, the water of the Zarafshan river and the pleasant atmosphere of the city. In Samarkand, such types of bread as Asian (galosio), bread jeweler, bread tafton, bread obaki, bread kulaboki, bread zabonigav, bread comb, bread khazzini are widespread.

In ancient times, bread in Samarkand was baked at home for daily consumption from dough with a small amount of added yeast, while for special guests and the market were baked breads decorated with various inscriptions, sedans and sesame seeds in the form of large circles. Also at weddings and celebrations, special cream, sugar butter, ghee, jizz, onion, and pumpkin breads were baked. In addition, larger sizes of flatbreads with a diameter of up to 60 cm and a thickness of 0.3-0.4 cm are also common. In difficult years, the poor ate barley bread, millet bread, millet + corn bread. It is also common to bake patties, meatballs, cardamom, and grassy soms from thinly spread, greased, and rounded dough on holiday and wedding hashams. The patir is mainly made from sour cream, beef and sheep fat, onion, meat, durda (burnt butter crust) vegetable oil.



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³З.Х.Арифханова, С.Н.Абашин, Д.А.алимова Узбеки. Народы и культуры, науч.изд. Наука., М.: 2011. Стр 310.



From ancient times, meat products have a special place in the Uzbek national cuisine. Meat is added to most of our national dishes. If the liquid food is not stuffed with meat, this dish is called lean, lean soup. Meat products are eaten boiled, fried, chilled. It should be noted that in the Uzbek national cuisine is cooked only the meat of animals that are considered halal in Islam. In particular, it was considered halal to consume camel and horse meat in sheep, cattle, chicken, turkey, quail, fish, goat, semi-nomadic and semi-nomadic. One of the most common meat dishes is soup, which is cooked in 2 different ways: fried and boiled. In addition, meat stews, kala pocha, kala soup, hasip soup, kebab (shashlik), roast, barra kebab, tandir kebab and others. Today, there are more than 30 types of kebabs (shashlik) in Uzbekistan.

Our ancestors used methods of roasting, drying in the sun to preserve meat for a long time. Dried meats are stored in meat bags, lean meats in special meat bags, meat bags or skins. Sheep tails and beef fats were melted and stored in special ceramic jars and used in cooking. They also knew the secret of good long-term storage of raw meat prepared from sheep or goat stomachs by mixing the tails - mesh belly, mesh bags. Along with meat products, fish was also widely consumed. The fish was eaten mainly in the form of fry in winter, autumn and spring, and the fish was cooked by special cooks-fishermen.

From ancient times in Samarkand confectionery was made by masters of sweet confectionery cooked.

Since 1930, the introduction of European dishes and canned goods made of pasta and vermicelli into the Uzbek diet has accelerated. Slavic cuisine also included cutlets, stewed cabbage, roasted meat and potatoes, okroshka and marinated vegetables, and from the Tatars came belyashi, bliny, chak-chak and similar pastries. However, it should be noted that the Uzbek people did not immediately accept such foreign food. In the years following World War II, food shortages and the introduction of these nutrients in Uzbekistan began to be gradually introduced into the Uzbek diet. From the 1950s to the 1960s, Uzbeks began to close cans in order to store products in the winter. In particular, eggplant caviar, compote, juice and so on.

From wet fruits, mulberries, apricots, cherries, figs, cherries, pears, apples, peaches, pomegranates, grapes, quinces, plums, melons, watermelons and other fruits are the royal beauty of the Uzbek table. In sunny Uzbekistan, our ancestors have long dried such sweet fruits in the sun. These include mulberry bark, jiida, raisins, sorrel, cherry peel, fig peel and others. They also knew the secret of storing some types of raw fruits until spring. In particular, fruits such as apples, pears, and quinces were buried in piles wrapped in straw, 4 sides of which were dug underground. They knew the secret of storing grapes in the basement in the condition of freshly cut, barley by squeezing 1 piece per head.



The Uzbek table offers a variety of drinks along with delicious food. The main type of drink is tea. In most nations of the world, coffee is offered first to the guest, while tea is offered at the Central Asian hospitality. It is known that black tea is a drink that retains heat and green tea is a drink that keeps cool. It should be noted that the demand for green tea in Samarkand is higher than for black tea. The tea is drunk hot and cold. In addition to tea, apricot juice, chalob, ayron, juices made from various fruits are available in the hot summer days of our sunny country. Such drinks are not only thirst-quenching, but also important for their healing properties.

Recommendation

In general, Samarkand gastronomy has a delicious kitchen with such a rich table and a rich menu of national dishes. Today, Samarkand is a tourist center. Extensive work is being carried out by our state in this regard. In particular, a gastronomic street has opened on Orzu Mahmudov Street in Samarkand, which houses the most delicious cafes and restaurants serving national dishes in different countries of the world. Its conditions are being implemented in accordance with international requirements. However, it should be noted that if the cafes and restaurants on this gastronomic street are classified, do not duplicate each other, as well as the menus of restaurants are enriched with our own national cuisine, it will play an important role in gastronomic tourism.

In addition, in order to attract more tourists to Samarkand outside the tourist season, exhibitions "Samarkand breads", "Samarkand craftsmen", "National dishes" and "Oriental sweets", festivals of national folk groups "Melon Festival" are held regularly. At the Tillakori madrasah in the Registan complex, a permanent exhibition of works of folk arts and crafts has been organized by the regional branch of the Republican Association of Craftsmen.

Conclusions

In conclusion, the role of gastronomic tourism in the development of tourism is invaluable. Because the national cuisine, in turn, is a manifestation of the existing nation, the national culture of the people, inherited from generation to generation on the basis of historical values, and further developed and enriched on the basis of modern factors. No matter what people in the world, of course, they were interested in other people's cuisine and tried to taste their food. We have already mentioned that Samarkand has a cuisine that has inherited ancient traditions in line with such a tasting practice and has been enriched and enriched on the basis of modern factors. So, Samarkand is not only a historical city that can be fascinated by its historical monuments, but also a convenient center for gastronomic tourism, where the most delicious dishes are prepared. At this point, it can be said that some of the forgotten as well as issues such as the inclusion of our restored dishes in the menu of national cuisines and their scientific application is one of the important issues facing today's chefs.

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