

PECULIARITIES OF THE DEVELOPMENT OF GASTRONOMIC FESTIVALS

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Abstract: *The article is devoted to the study of gastronomic tourism, which is travelling to get acquainted with local culinary traditions. The main purpose of such tourism is not just tasting exotic dishes, but a deep immersion in the cultural heritage of the region, allowing us to understand the mentality of the local population through their gastronomic customs. How gastronomic culture, understood both as a national culinary tradition and as an indicator of a society's level of development, attracts tourists and supports the region's economy.*

The article also focuses on gastronomic events and festivals, which play an important role in promoting cultural specificities, supporting local producers and attracting tourists. Festivals offer unique culinary experiences, stimulate cultural exchange and contribute to a positive image of the destination. In addition, factors related to the preservation of tradition and sustainability in the face of modern trends are highlighted, emphasising the importance of balancing authenticity and adaptation to the new demands of the tourism industry.


Keywords: *gastronomy, food, festival, culture, cookery.*

INTRODUCTION

Gastronomic tourism is a journey across countries and continents to get acquainted with the peculiarities of local cuisine, culinary traditions, in order to taste a dish or product unique to the visitor. Gastronomic travel is a palette with the help of which a tourist can paint his or her idea of this or that country. Food reveals the mystery of a nation's spirit and helps to understand its mentality.

The concept of "gastronomic culture" has become widespread in recent years. This concept is used in two main meanings. On the one hand, the understanding of gastronomic culture as a national culinary tradition, as a body of dishes typical for a given nation is quite widespread. This meaning is often used in publications devoted to the culinary traditions of a particular nation. Thus, they talk about the gastronomic culture of Italians, Russians, Chinese, etc. In this case, this concept serves as a generalised characteristic of some empirical datum. An expansive interpretation can include any relatively spatially or temporally closed food system. At the same time, in various publications of recent years





(both scientific and journalistic) the expression "gastronomic culture" is used as an evaluative and comparative characteristic, as a marker of the level of development of society and the individual. Thus, there is an idea of countries of "high" and "low" gastronomic culture, the need to improve the level of gastronomic culture of individuals, etc.

Main part

Gastronomic tourism is a synthesis of ecology, culture and production. Italians are considered pioneers in generating the idea of gastronomic tours, who skilfully combined the establishment of trade and technological production with the attraction of tourists under the sign of delicious and healthy food⁷. Also around the world, France, Thailand, China, Japan and Spain are particularly popular among connoisseurs. These countries are famous for their original cuisine.

Conditions for the development of culinary tourism have absolutely all countries and this is a unique distinctive feature of this type of tourism. Also gastronomic tourism is not a seasonal holiday, for any time of the year you can find a suitable tour. Culinary tourism to a greater or lesser extent is a constituent element of all tours. But unlike other types of tourism, familiarity with the national cuisine becomes the main motive, purpose and element of gastronomic travel. Promotion of local farms and food producers is an integral part of any gastronomic tour.

The purpose of gastronomic tours is to enjoy the specialities of a particular country's cuisine. However, this goal is not limited to trying some rare, exotic dish or trying countless dishes. It is important to enjoy the local recipe, which for centuries has absorbed the traditions and customs of the locals, their culture of cooking. However, a gastronomic tour as a service is more than just a trip, as it is a well thought out set of activities for tasting traditional dishes in a certain area, as well as individual ingredients not found anywhere else in the world, which have a special flavour.

Gastronomy is the most important factor in the attractiveness of the territory for tourists. At the same time, local and authentic gastronomy serves as an important incentive to visit the destination and contributes to the successful development and promotion of local cuisine, local traditions and customs, and the territory as such. Although the scientific literature today abounds with works devoted to gastronomy in various aspects, as well as gastronomic tourism and gastronomic events, gastronomic festivals based on cultural heritage remain understudied especially in the scientific practice of the CIS countries.

Marcel Proust once said: "The real voyage of discovery consists not in seeking new landscapes, but in looking at them with new eyes." Most people travel with this very idea of

⁷ Demidenko Y. Restaurants, taverns, tea houses. From the history of public catering in St. Petersburg. XVIII - early XX century // ed: Y. Demidenko Izd. Tsentrpoligraf Series: All about St. Petersburg - St. Petersburg, 2011. 288p.





discovery in mind. Choosing great restaurants with delicious cuisine is important. However, the restaurants and the food to choose from may not be the "national representative dishes" of a particular country. Food that tourists from different countries can enjoy, as well as the elements of surprise and fun in culinary tourism, are key.

Modern gastronomy can be seen not only as a form of intangible heritage serving as an important ancillary element of tourism, it is also gradually becoming one of the leading attractors of tourism. It is clear that food tourism has real potential to become the next huge growth market as the thirst for more authentic and local experiences amongst tourists grows.⁸

Gastronomic events, in particular festivals, are a form of gastronomic tourism and they play a significant role in introducing tourists to local traditions, providing an opportunity to experience the authentic lifestyle of the local population in a pleasant atmosphere. Large-scale events are already attractive elements of the destination, and the gastronomic theme reinforces this appeal.

Gastronomic events have a significant impact on the inflow of tourists to the region, the increase in the length of stay in the destination caused by the event, the inflow of capital into the local economy, increased employment, improved destination image, enhanced local community spirit and national pride, extended tourist season and reduced costs caused by seasonality, and increased value of local produce.⁹

Gastronomic festivals are one of the most popular forms of all gastronomic events. Although the definition of "festival" has remained unclear in recent years, today we can define it as a celebration of a community's values, ideology, identity and continuity. In other words, it is "a celebration of something that the local community wants to share and that involves the general public as participants".

The main benefits of organising gastronomic festivals include lower production costs, internal and external marketing opportunities, building long-term customer relationships based on product loyalty (often through direct marketing), generating revenue from the sale of ancillary products and other co-products.

In recent years, gastronomic activities have been increasingly used as a special tool to attract and entertain tourists, especially in rural areas and small towns, where gastronomy may be the only source of tourism and serves as the strongest motivation for tourists to visit. With the increasing competition in tourism, each region is in a constant search for an

⁸ Vishnevskaya E. V. The role of event-gastronomic tourism in increasing the efficiency of regional economy / E. V. Vishnevskaya. V. Role of event-gastronomic tourism in improving the efficiency of regional economy / E. V. Vishnevskaya, I. V. Bogomazova. - Moscow, 2017. - 112 p.

⁹ Kireeva Y.A. Event tourism as a new direction in the modern tourist market // Scientific Bulletin of MGIIIT. 2015. № 6. P. 16-21.



original and unique product that will distinguish one destination from another. Local, authentic and specific gastronomy serves as the main resource that can attract travellers .¹⁰

Modern gastronomy is studied in many aspects, for example, in its connection with tourism, which has led to the development of the scientific field of gastronomic tourism. In addition, today the issues of localisation and globalisation, authenticity and standardisation are increasingly being raised in contemporary gastronomy.

According to G. Richards, today food is becoming one of the most significant factors in the formation of identity. Being our basic need, it can also serve as one of the most widespread and significant markers of identity. "We are what we eat, not only in a physical sense, but also in a psychological and sociological sense" .¹¹

The next stage consisted in classifying and typologising the selected gastronomic events according to several specific attributes closely related to the above criteria. In this case, a content analysis of event descriptions in catalogues, on event portals, calendars, official websites of festivals and destinations was conducted, as well as an analysis of video and photo content. In a number of cases it was revealed the aspiration of festivals to preserve and promote cultural (including gastronomic) heritage could be easily traced in the official description of the event left by the organisers (sometimes unofficial, compiled from secondary sources). However, in most cases the connection with heritage was explicit and hidden in the programme of events and the whole concept.

If we take into account that most gastronomic festivals are aimed at popularising local culture, preservation and promotion of local cultural heritage, while most cultural festivals, preservation and promotion of local cultural heritage, while gastronomy is an integral part of intangible cultural heritage. The gastronomic component of festivals is represented by products (agricultural, industrial, etc.), beverages, individual dishes and whole cuisines.


Several gastronomic festivals that are world-renowned should be mentioned. For example, the Villa de Cruces Food Fair Chorizo Festival held in Spain, Galicia, Villa de Cruces introduces local and regional cuisine, but is specifically dedicated to the traditional Spanish sausage called chorizo.

The Copenhagen Culinary Festival presents Scandinavian cuisine in general, but its focus is on the Danish national cuisine and its local products.

¹⁰ 유네스코와유산 // 유네스코한국위원회 / UNESCO and Cultural Heritage // Korean UNESCO Committee: official website [Electronic resource]. - <http://http://heritage.unesco.or.kr.unesco.or.kr> /시호테-알린-산맥-중부-지역 (accessed on 03.11.2024).

¹¹ Engels F. Ludwig Feuerbach and the End of Classical German Philosophy // Marx K., Engels F. Complete Works: In 50 vols. 2nd ed. Vol. 21. P. 269-315





The Cùscusu Festival, entirely dedicated to the culinary traditions of the Italian city of Trapani, offers visitors the opportunity to taste the various local specialities of the city, local delicacies, especially couscous cooked in the traditional way.

Analysing the festivals from the point of view of gastronomic traditions and customs, first of all we paid attention to the way their organisers emphasised gastronomic history, traditional food production and preparation, preservation and promotion of gastronomic culture, customs and practices of food consumption.

As a result, it was found that only 18 per cent of the festivals emphasised this in one way or another. In some cases, festival organisers simply indicated in their programme or concept descriptions of the preservation of traditional methods and technologies of production and preparation of certain foods and drinks, the traditionality of the recipes used, etc.

Conclusion

Gastronomic festivals are a unique phenomenon, bringing people together through a common passion for food. These events have become popular all over the world, turning into a real holiday for gourmets and lovers of delicious food. A gastronomic festival is not only an opportunity to enjoy a variety of culinary masterpieces, but also to discover new cultures through their cuisine, creating an incredible experience for all participants.

Firstly, gastronomic festivals are a platform for presenting local culinary traditions and products. They take national dishes to a new level, allowing visitors to immerse themselves in the authentic tastes and flavours of different cultures.

At festivals, you can try something new, discovering traditional recipes handed down from generation to generation.

Secondly, gastronomic festivals stimulate cultural exchange and interaction. Culinary traditions often reflect the history and customs of a society.

Travelling through different cuisines allows for a better understanding of the cultural context and values of other countries. Such events contribute to a tolerant society where people appreciate and respect cultural differences.

Thirdly, gastronomic festivals create a unique atmosphere of socialising and entertainment. They become a meeting place for people with common interests, facilitating the exchange of experiences and impressions.

The variety of culinary offerings creates an opportunity for participants to enjoy conversation around the table, share impressions and make new friends.

However, gastronomic festivals also have their challenges. It is important to balance between preserving tradition and opening up to new trends, so as not to lose their uniqueness.



It is also important to ensure the sustainability of events by paying attention to environmental responsibility and social justice in the food industry.

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