

# GASTRONOMY IN TOURISM

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**Abstract:** *baseline study of Gastronomic Cities project was prepared according to given template. The study aims to give insight into gastronomy and gastronomic tourism in Europe and in some countries and to give very accurate and in depth description of Burgos gastronomic tourism model as good practice that will be subject to transfer to the partner cities. It brings description of present situation in receiving cities to see how Burgos good practice could be transferred. The study brings also methodology of transfer process and monitoring indicators to evaluate transfer efficiency.*

*Preparation of the study was done together with project partners. The author of baseline study – lead expert visited only Burgos where he studied good practice, met participants and discussed with them Burgos gastronomic tourism model, challenges, organization, targets, activities, results, problems and got very good inputs. The study was done in a very short time. This limits the completeness and accuracy of all findings and conclusions that might affect later elaboration of feasibility studies, action plans and consequently transfer implementation itself. There was also not enough time to discuss some findings and conclusions with project partners who could contribute more to elaboration of baseline situation and to prepare better for transfer implementation.*

*Culinary culture has been an area that has been ignored until recently. However, culinary culture is always the longest-surviving part of a culture and tradition. To put it in a different way, cuisines where many different identities of a society merge together and national feelings are felt most are a mirror of daily life styles, religious beliefs, habits, traditions and customs. Changes of eating style in societies and rising the value of eating socially have been one of the reasons for movements in tourism activities.*

*Gastronomy tourism has become major and has become a rapidly growing component of the attractiveness of tourism destination in recent years. The marketing opportunities to gastronomy tourism are being developed by the countries given importance to that issue. Tourists' wishes to experience the local tastes in the destinations and accommodation facilities have prepared the ground for the development of gastronomy tourism. Tourism businesses that realized the importance to gastronomy tourism given by local and foreign tourists have featured the gastronomic factors in their facilities. Therefore, it is ensured that to take attention for gastronomy, tourism should be managed in coordination with all tourism- related foundations and civil society organizations and with the encouragement of relevant ministries. In addition, the promotional activities are required to be taken in measurable ways by gastronomic tourism developers.*

**Keywords:** *gastronomic tourism, gastronomy, eating, tourism, wine, tourist, culture, dish, local foods, taste.*

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Eating, which in today's world is one of the physical needs and in relation with the developing tourism sector and food and beverage industry, has led to the emergence of a sector that has become to be seen as leisure time activities and desired to be met outside. Almost all tourists, no matter the accommodations at which they are staying provide food and beverages services or not, prefer to eat outside; and get to know and taste the local dishes belonging to the region. Within this context, local dishes of a region have become important means to get to know and learn more about a different culture [1].

A tourist might want to visit an area to have some new cultural experience, or they just want to try local dishes and different tastes belonging to that area as well. As a result of this, such reasons as trying local dishes of an area and observing production phases of and tasting a local dish which is made of a raw material available only in that specific region have now begun to be among the main reasons that affect tourists' preferences for destinations to visit. Moreover, this will contribute to the sustainability of the regions' resources and also to alternative tourism facilities that can be structured in regions with food culture coming into prominence [2].

The word "gastronomy" was formed by merging the Greek words "gaster" (stomach) and "nomas" (law). However, it is more useful and important to interpret what it denotes and covers beyond its dictionary meaning, instead of its dictionary meaning only [3].

Although "gastronomy" is defined as the art of eating and drinking in many sources, it in fact is an inter-related branch of art and science that has a direct relation with chemistry, literature, biology, geology, history, music, philosophy, psychology, sociology, medicine and agriculture [2].

Tourism in today's world is one of the most important economic sectors and leisure time spending activities, and the facts that it has a great multiplier effect economically and can cause directly and indirectly activation in many sub-sectors make it an ideal development means. Tourism affects nations, people and nations' establishing

relations with one another, and it also integrates the phenomena of culture, heritage, economy, and environment; therefore, orienting its development, and its coordination and control are highly crucial issues [4]. Gastronomic tourism includes visiting food producers, eating festivals, restaurants and special places related to some special foods together with tasting a special dish, observing its production and preparation processes or eating a special dish from the hands of a very famous chef as well as seeing how a certain dish is being prepared. In addition, instead of preparations of foods at restaurants and hotels for tourists, tourists' travelling in pursuit of having experience regarding local foods and beverages is within the scope of gastronomic tourism [5]. The industry of gastronomic tourism, which does not consist only of food guides and restaurants, covers any kind of culinary experience. Within this sector are cooking schools, shops selling cookbooks, gastronomy tours operators and tour guides; gastronomy-related media, television programs and magazines, and activities, winemakers, vineyards, breweries, distilleries, field owners, and producers [4].

Gastronomic tours, arranged to introduce a region's dishes and food culture which play an important role in selection of and the experience tourists can have in a region, can feature a region. Some of these regions are France, Australia, South Africa, Italy, America, England, etc. where wine tourism is more developed; Canada with beer tourism, and Italy with such famous foods as pasta and pizza. Moreover, all these places together with Toscana region in Italy, Napa valley in California, The USA, South Africa, Australia, Champagne and Burgundy regions in Chile and France have been known to be gastronomy destinations for long years. As for Turkey, it is generally famous for kebab and doner kebab (special dishes made from meat) [6].

When it is considered that gastronomic tourism is an indispensable and reflective part of developing and marketing a destination, tourists visiting a destination should be included in regional culture in all aspects. Gastronomic tourism activities that can be carried out at a destination provide direct and indirect employment and financial income [7]. Gastronomic tourism is considered to be very crucial in that it can make tourists' trip a very unique one, help a destination shine and get a good reputation among others as well as showing that food and beverages consumption can have symbolic meanings besides being just a physiological need [8]. With this point of view, gastronomic tourism is an important indicator of tourists' status and relates to what, where, when, and with whom they eat; so image making studies should be performed with great care paying special attention to these types of details as they have great importance in terms of marketing activities [7].

For the development, marketing and maintenance of destinations, it is observed that many precautions are taken to protect the richness of regional cuisines utilizing unique geographical, cultural, and climatic factors. One of the best examples to this is the control on the Barrosa beef in Portugal, where it is a must to feed these animals only with local feeds and grasses and not to give any other feed other than those of organic and local ones during the growth of animals, thus, this prevents the production of the same products in any other places providing a high rivalry advantage [8]. In addition, gastronomy activities (such as gastronomy festivals, courses, museums, etc.), which take place to protect the gastronomy values of a region, play an important role in marketing of destinations. As a result, a successful gastronomic identity study is of utmost importance in that it increases the quality tourist population in a region and enables the visits to occur every season, thus both maintaining the cultural heritage and facilitating economic and socio-cultural development [7].

Gastronomic tourism which supports regional development by setting the link between food and beverages and tourism and strengthens local identity and culture as well as financial conditions should be more active and maintained. So, this will also contribute to protecting historical and cultural heritages and handing down them to next generations and ensuring its permanence [9].

Therefore;

- Research, studies, and projects about gastronomy, gastronomic tourism and its development in Uzbekistan should be carried out on a nationwide and international basis,
- There must be national and international broadcasts to introduce the gastronomy destinations in Uzbekistan,
- Panels, workshops, and seminars should be held to inform foreign and domestic tourists, get their attention, and to introduce and promote gastronomic tourism,
- National and international food and gastronomy festivals should be arranged to introduce the gastronomy destinations of Uzbekistan to tourists.

For all these events and activities to take place, there must be cooperation under the chairmanship of the ministry of culture and tourism together with such civil society organizations as provincial culture and tourism departments, tourism departments of universities, tourism businesses, associations, and federations.

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