

Article

# Problems and Solutions Related to The Formation Of Demand For Gastronomic Tourism and The Development Of The Industry

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**Abstract;** The article focuses on the challenges and solutions related to the demand formation in gastronomic tourism and its impact on the development of the industry. The study reviews research by local and international scholars on factors affecting demand, such as the influence of national food products and traditions. Using dialectical and comparative analysis, the article identifies key strategies for improving demand in gastronomic tourism. These include identifying target audiences, promoting gastro-festivals, and enhancing collaboration with local food producers. The study also highlights the importance of qualified personnel and infrastructure development, suggesting measures to address issues in standardization and quality control. In conclusion, the article provides recommendations for boosting gastronomic tourism through investment, standardization, and training programs, which could support economic growth and cultural heritage preservation.

**Keywords:** Tourism, Tourism Sector, Gastronomic Tourism, Demand Formation In Gastronomic Tourism, Factors Affecting Demand, Gastronomic Problems And Their Solutions

## 1. Introduction

In today's era of globalization, the tourism industry is developing rapidly. According to the International Tourism Organization, in recent years, gastronomic tourism has become one of the most promising and fastest-growing areas in the sustainable development of this industry [1]. Thus, in gastronomic tourism, there is a growing interest of both local and foreign tourists to get acquainted with national and local food products, traditions of their preparation, as well as drinks and desserts representing the culture and traditions of a particular country. This, in particular, is evidenced by the fact that the development of gastronomic tourism in our country is given much attention by the state, i.e. various festivals, entertainment events and conferences are organized. Besides, Taras Shevchenko Street in the Mirabad district of Tashkent city and Orzu Mahmudov Street in Samarkand are named gastronomic streets, where preparation of national dishes, drinks and Uzbek national dishes, local drinks, as well as service of tourists reflecting traditions and culture of some states contribute to the development of this sphere and increase the number of visiting tourists. V. I. Lenina.

Several foreign and domestic academic economists conduct research work on the organization and development of gastronomic tourism. T. Lopez-Guzman and S. Sanchez-Canizares recommended to creation of target groups of people interested in gastronomic tourism by conducting industry marketing research, sociological surveys and extensive outreach work in social networks [4]. D.Buhalis and According to Lowe, quality

**Citation:** O.M.Ro'zibayev. Problems and Solutions Related to The Formation Of Demand For Gastronomic Tourism and The Development Of The Industry. Academic Journal of Digital Economics and Stability 2024, 37(4), 67-73.

Received: 4<sup>th</sup> Jul 2024  
Revised: 11<sup>th</sup> Agt 2024  
Accepted: 28<sup>th</sup> Sep 2024  
Published: 4<sup>th</sup> Oct 2024



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organization and development of gastronomic tourism services require qualified human resources, i.e. training of chefs, bartenders and professional guides, brand and product logo development, the printing of promotional materials and creation of internet platforms [3]. C.M.Hall and S.Cossling's study states that the demonstration of national dishes and food consumption culture in the regions contributes to the interest of tourists coming from abroad, and the increase in demand for natural pure food products contributes to the increase in consumption in the area and economic activity [2]. From our domestic scientists B. Sultanov's dissertation work formulated the socio-economic feasibility of forming a system of restaurants specializing in national dishes, organization of gastronomic tourism, including festivals of special cuisine, by the peculiarities of the regions, in the conditions of growing opportunities of the national market, the trends of gastronomic tourism and food expenditures in the tourist budget of Uzbekistan by the "logit model" of the behaviour of gastronomic tourists in Uzbekistan.

## 2. Materials and Methods

The scientific and theoretical basis of the research consists of problems and their solutions concerning the development of the tourism sphere, including gastronomic tourism. In the process of research such methods as dialectical, abstract-logical analysis, comparative analysis and system approach were used.

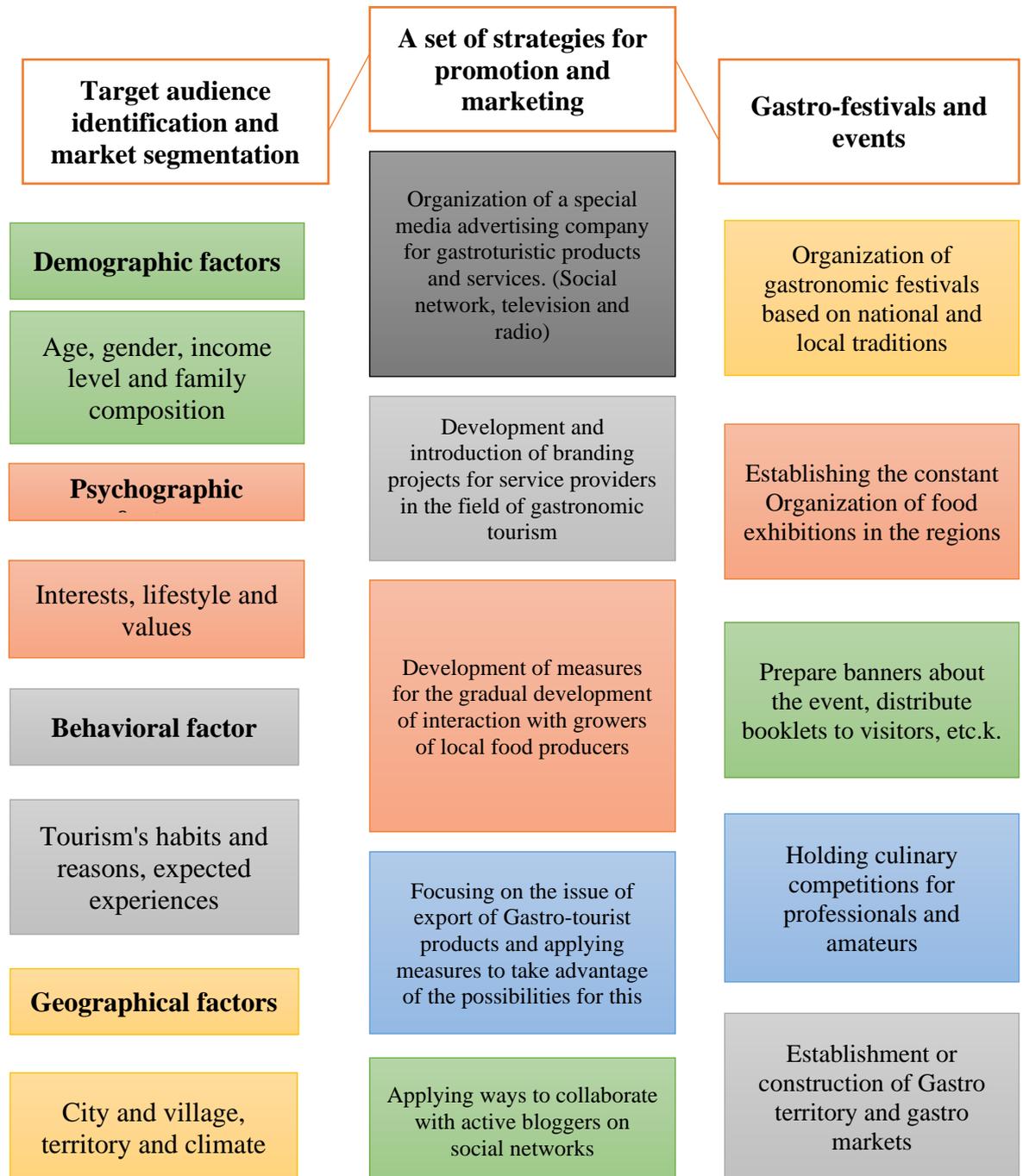
## 3. Results

Promotion and marketing strategies, gastronomic festivals and events, as well as methods of determining the target audience, occupy no less important place in gastronomic tourism as important subjects of demand generation methods. By identifying the target audience, it becomes easier to analyze the industry and its demand in detail and to learn. Based on this objective, in the course of our research, we found it appropriate to elaborate on the methods of demand generation for gastronomic tourism and analyze it (Fig.1).

Thus, market segmentation, careful identification of the target audience, subtle issues to be considered in promotion, and the development of calculated effective marketing strategies embody the possibilities of demand generation in gastronomic tourism. Demand generation in the gastronomic tourism market is one of the most pressing issues. Because the formation of demand in this market has a positive impact, first of all, on the tourism industry itself, and subsequently on the production and cultivation of food products, as well as on the effective development of various industries of other types.

Therefore, in gastronomic tourism it is necessary to develop several comprehensive (generalized) action plans for the development of the industry with a focus on an in-depth approach to the main factors that determine its demand. And to develop such plans it is necessary to take seriously the issues of promotion, to consistently and constantly improve marketing strategies, to improve the quality of pure products of gastronomic tourism.

## Important parts of demand formation methods in gastronomic tourism

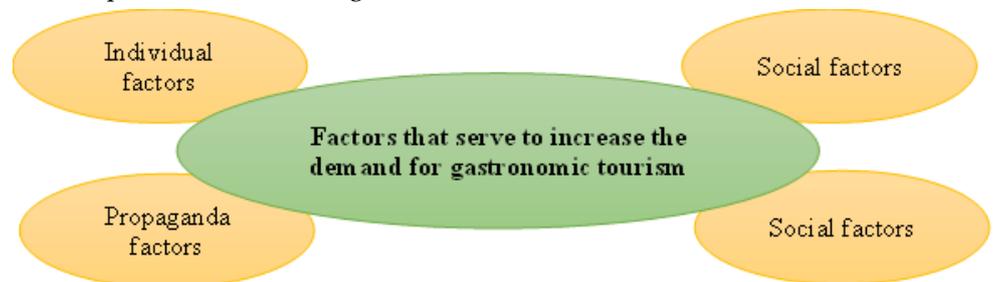


**Figure 1: Methods of demand formation in gastronomic tourism**

Thus, we explain based on the data in Table 1 below that the growth of demand for the tourism industry, as well as in the field of gastronomic tourism has a significant positive impact on the national economy of the country, its gross domestic product, employment rate, income of the population and the creation of new jobs.

<b>Increase in export volume</b>	a) increase in the volume of exports of domestic food products;b) Chet ellik turistlardan valyuta tushumlari ortishi.
<b>Creation of new jobs</b>	a) Employees for Gastro-hotels, restaurants, kitchens; b) group leaders, guides and translators; c) those who are engaged in food production farms; g) chefs; d) employees in Marketing, advertising and management.
<b>Support of domestic manufacturers</b>	a) increased demand for local food; b) development of agricultural and craft sectors.
<b>Increased interdependence of tourism industry sectors</b>	a) strengthening ties with agriculture, transport, and communication; b) the integration of Tourism, Trade, Culture, and Crafts increases.
<b>Improvement of tourism industry infrastructure</b>	a) construction of Gastro-tourism facilities, roads, logistics centres; b) expansion of food production facilities.
<b>Increase in the volume of tax revenues</b>	a) the expansion of the tax base at the expense of new jobs; b) increase in the volume of exported products.

We have divided the factors that serve to form the demand for gastronomic tourism into four and presented in the image below:



**Figure 2. Factors that serve to increase the demand for gastronomic tourism**

We explain these factors as follows:

1. Personal factors: factors such as need, interest, desire for experience.
2. Social factors: factors such as social status, status, accents, trends influence demand.
3. Promotional factors: such as promotion of gastronomic products, organizing entertainment shows, festivals and developing marketing strategies increase demand.
4. Product factors: factors that determine the demand for quality, price and characteristics of gastronomic product.

These factors are interrelated. This group of four factors plays an important role in shaping the demand for gastronomic products. In particular, the concept of personal factors is important in shaping the demand for gastronomic tourism industry. Because these factors influence everything from behaviour to tourists' decisions and also serve to reveal motives from within tourists.

Personal factors influence what, where and how tourists consume during gastrotourism. For example, the desire to discover new tastes by tasting different desserts and desserts, the preference for naturally grown or prepared products, and the interest in learning about aspects of culture that are completely foreign to them fuel the demand for the gastronomic tourism industry. Shundan kelib chiqib, mutasaddilar, tadqiqodchilar gastroturizm sohasida muvaffaqiyatga erishish uchun xorijlik turistlarning shaxsiy

omillari hamda ehtiyojlarini kichik elementlarigacha o'rganishlari ortidan taklif etiladigan barcha xizmatlarni taklif qilishlari va tadqim etishlari maqsadga muvofiq.

On this basis, officials are advised that researchers should propose and investigate all services offered, as well as study the personal factors and needs of foreign tourists down to the smallest detail in order to achieve success in the field of gastrotourism.

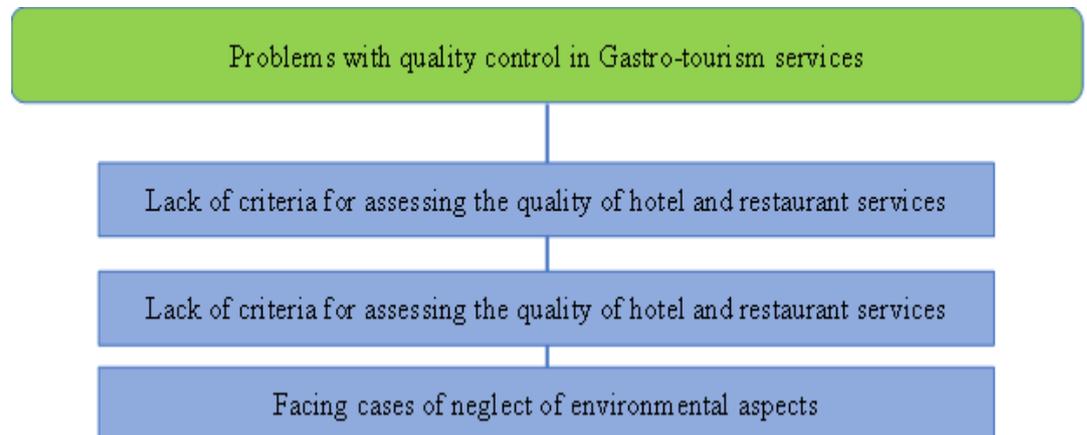
Demonstrating in practice the potential of gastronomic tourism in the regions makes a great contribution, on the one hand, to the preservation of the cultural heritage of the people and, on the other hand, to the support of local entrepreneurs and producers. For this purpose, first of all, it is important to make a thorough inventory of gastronomic tourism resources of the visited territories, i.e. other types of food products, such as national dishes, local drinks, and styles of cooking. After this process, gastronomic programs move on to the development process. For example, gastronomic hotels, museums dealing with the history of national cuisine, production and packaging facilities, etc. will be established.

In addition, to qualitatively organize gastronomic tourism services, it is important to train qualified personnel, namely cooks, bartenders, and guides. Because it is quite difficult to achieve a high level of service without professionally trained specialists or training of such personnel. Also important is a wide promotion of gastronomic products in the industry: development of brand and logo of products; printing of propaganda materials; creation of Internet platforms.

#### 4. Conclusion

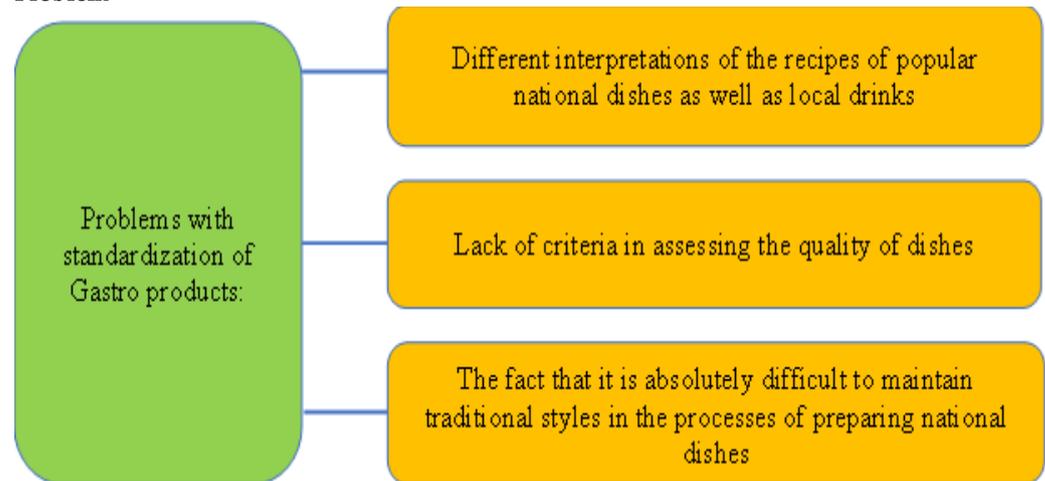
We have managed to study and analyze during our scientific work that there are also small problems that are halal for the sustainable growth of this gastro-tourism sector. We tried to explain these problems by explaining them as follows:

##### 1. Problem:



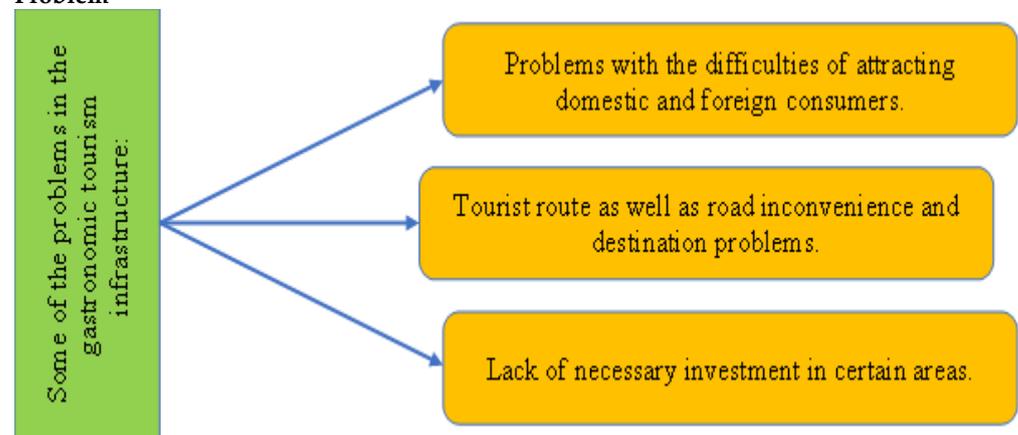
In our opinion, this problem is mainly caused by the lack of professional staff with both qualified and mature experience in the field of gastronomic tourism. The quality of service will not improve if the knowledge and skills of chefs, guides-interpreters, who are part of the industry participants, are not at the proper level. In addition, the problem negatively affecting the development is also the lack of unified criteria, the development of which is considered important for continuous assessment of the quality of services in hotels and restaurants. For example, the taste of the national cuisine, the art of arranging the dishes that are served with the dishes on the table of the guests, as well as the lack of accurate indicators to assess the culture related to service can also be understood as a shortcoming for economic entities operating in the industry. At the same time, there are cases of neglect of environmental aspects in all relevant facilities promoting and serving the gastronomic tourism industry. Insufficient attention is paid to the environmental and sanitary-hygienic safety of food raw materials, and waste recycling. All this leads to the lack of management personnel with sufficient experience in the industry.

## 2. Problem



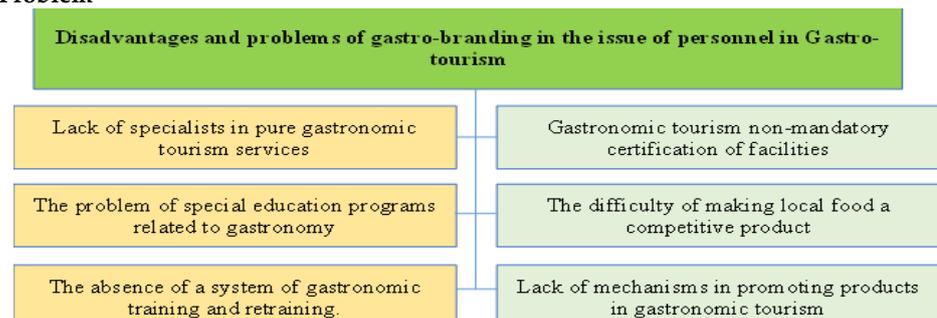
We know that the standardization of different national dishes, local beverages that list gastronomic products is a huge and complex process. Because traditional styles are used in their preparation, and the process of cooking the same dish may differ from region to region. For example, there is no standard recipe or cooking technique for dishes such as Somsa, mastava, soup, Goja, pea soup and kebab. Local traditions are prioritized in their preparation. This greatly complicates some of the associated quality control processes. The fact that the quality assessment criteria associated with food products are ambiguous is also considered a problematic aspect of the industry. Popular dishes may be prepared in different interpretations or with different styles, but there are no clear standards for their evaluation.

## 3. Problem



Many regions of the Republic do not have the necessary infrastructure for the rapid development of gastro-tourism. In addition, the financial resources for the construction of gastro-hotels, and gastronomic museums in the field are not sufficiently provided. Routes for gastro-species in certain areas, and the inconvenience of transport routes, also remain a problem. It is also difficult to attract residents to Initiative projects in the field of gastronomic tourism.

## 4. Problem



For the sphere of gastronomic tourism the system of training of professional specialists, qualified cooks, guides and staff necessary for the hotel is not sufficiently formed. In universities that train personnel in tourism, the insufficient number of educational programs in this area negatively affects the quality of service.

In the course of our research, we found that the mechanisms of promotion of gastronomic products, such as products grown and produced in the regions, are still insufficiently formed. Special branding principles for advertising national dishes and popular national dishes work poorly. In addition, it can be considered that sufficient measures have not been developed to improve the competitiveness of domestic gastronomic products, as well as their quality.

We considered it advisable to take the following measures to eliminate all the above problems:

- Creation of a system of personnel training in the sphere of gastronomic tourism;
- development of standards concerning services and their quality control;
- certification of gastronomic products and introduction of individual branding for each of them;
- development of programs for the development and formation of gastronomic tourism in all regions;
- creation of mechanisms to attract investment and investment in the sphere of gastronomic tourism.

We believe that only by ensuring the comprehensive implementation of the above measures in the sphere of gastronomic tourism it is possible to completely eliminate these problems and achieve the intended results in this area.

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