



DEVELOPMENT OF NATIONAL CUISINE IN HARMONY WITH CULTURAL HERITAGE ON THE BASIS OF THE REGIONAL BRAND OF ANDIJAN REGION

Nurmatova Inobatxon Avazbek qizi
Assistant Professor, Department
of Economics, Andijan Institute
of Agriculture and Agrotechnologies
inobatxonodilova@gmail.com
<https://doi.org/10.5281/zenodo.19219124>

Annotation

This article analyzes the importance of creating a regional brand in increasing the tourism potential of Andijan region, issues of harmonious development of national gastronomic heritage and historical resources. Also, the integration of gastronomic and historical tourism in the development of regional tourism, diversification of tourism products and their positive impact on the regional economy are scientifically substantiated. According to the results of the study, the joint development of national cuisine and historical heritage is an important factor in the formation of a regional brand and sustainable development of tourism.

Keywords: traditional brand, gastronomic tourism, historical tourism, national cuisine, tourism potential, tourism cluster, cultural heritage.

Introduction

Currently, the concept of regional branding is considered an important strategic factor in increasing the competitiveness of regions in the tourism industry. Through a regional brand, the historical heritage, cultural values, and gastronomic traditions of a particular region are formed as a single tourist product. This serves to diversify tourism services, increase the flow of tourists, and ensure the sustainable development of the regional economy. In this regard, Andijan region, with its rich historical heritage, national traditions, and gastronomic culture, has great potential for creating a regional brand.

Today, the global tourism industry is one of the fastest growing economic sectors. Tourism is considered not only a source of economic income, but also an important factor in preserving and promoting the cultural heritage of regions. Creating a regional brand is becoming one of the important strategic directions in increasing the competitiveness of regions in modern tourism. Through a regional brand, the historical heritage, cultural values, traditions, and gastronomic resources of a particular region are formed as a single tourist product. This will allow creating more attractive tourism services for tourists. Among the regions of Uzbekistan, Andijan region stands out with its rich historical heritage, national culture and gastronomic traditions. The territory of the region has an ancient history, and the national cuisine, craft traditions and cultural values formed there increase the tourist attractiveness of the region. In this regard, the issue of developing national cuisine in harmony with the historical heritage based on the territorial brand of Andijan region is of urgent scientific and practical importance.

Research methodology. A regional brand is a marketing tool that expresses the economic, cultural and tourist potential of a particular region. Through a regional brand, the specific features, historical heritage and cultural values of the region are introduced to the general public. Regional branding has several tasks. They are: increasing the tourist

attractiveness of the region, increasing the flow of tourists, developing the economy of the region, preserving and promoting cultural heritage, and forming the international image of the region.

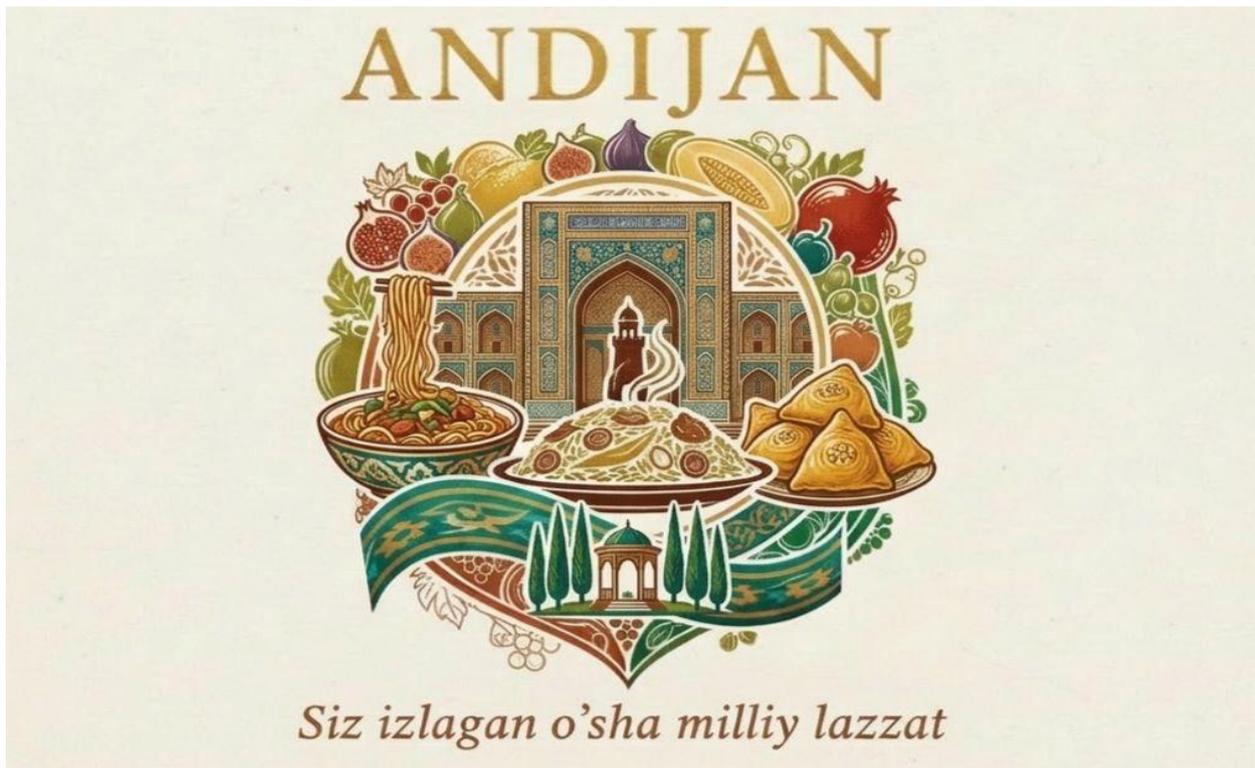
In recent years, interest in such areas as gastronomic tourism and historical tourism has been growing in the tourism sector. By combining these two areas, regions have the opportunity to create their own unique tourist product. Andijan region is one of the ancient, historical regions of Uzbekistan. The region has been the center of many historical events and cultural processes. Historical monuments, cultural sites and shrines located in the region are an important resource for the development of tourism. In particular, the Andijan region is of historical importance as the homeland of the great statesman and commander Zahiriddin Muhammad Babur.

The development of historical tourism preserves the historical heritage of the region, creates new tourist routes for tourists, and promotes cultural heritage. Combining historical tourism with gastronomic tourism creates a more interesting experience for tourists. Gastronomic tourism allows tourists to learn about local national dishes, culinary culture, and food traditions.

Research results. Andijan region is one of the regions rich in national dishes. Many dishes prepared in the region are distinguished by their originality. Among the national dishes widespread in the region are “Andijancha pilov”, “Somsa”, “Manti”, “Shashlik”, “Lagmon”, “Various tandoor dishes”. These dishes not only reflect the daily food culture of the local population, but also play an important role in forming the gastronomic brand of the region.

National dishes formed in Andijan region are also associated with the historical development processes of the region. Vegetable dishes are widespread in the regions with developed agriculture of the region, while meat dishes are more common in the regions with developed livestock farming. Therefore, combining gastronomic heritage with historical tourism allows tourists to gain a deeper understanding of the culture of the region. It is advisable to implement the following strategies to develop gastronomic and historical tourism based on a regional brand in Andijan region:

1. National food festivals play an important role in attracting tourists by organizing gastronomic festivals.
2. By creating historical and gastronomic tourist routes, tourists will have the opportunity to visit historical monuments and get acquainted with national dishes.
3. Develop family restaurants, national cuisines and tourist services in the development of local entrepreneurship
4. Improve the quality of tourism services by forming regional tourism clusters and developing tourism infrastructure.
5. Promote national dishes internationally and bring the Andijan gastronomic brand to the international tourism market.



Logo designed for gastronomic and historical tourism in Andijan region.

The development of tourism based on a regional brand has a positive impact on the regional economy. In particular:

- new jobs are created
- local business is developed
- tourism infrastructure is improved
- cultural heritage is preserved

Discussion. The meeting focused on the regional brand of Andijan region, which allows to influence the development of the national historical heritage of the region. In addition, gastronomic tourism production also generates demand for agricultural products. By integrating historical and gastronomic tourism, it is possible to obtain a new tourist product for tourists. This will serve the attractiveness of the region to tourists. , By observing the regional brand, Andijan region will be promoted in the international tourism market as a center of national gastronomy. In the future, the implementation of innovative tourism development festivals, gastronomic tourism routes will play an important role in the development of regional tourism.

The territory of Andijan region has long been considered one of the important historical and cultural centers, and the customs, craft traditions and national dishes that have formed there reflect the lifestyle of the population. National dishes produced in the region are not only natural food products, but also part of the historical and cultural heritage of the people. Therefore, the development of gastronomic and historical tourism in harmony with regional tourism is considered one of the important directions of regional tourism development.

The promotion of national dishes in proportion to historical heritage based on a regional brand is a complex tourism offering of tourist products. In this case, tourists, along with visiting historical monuments, ancient sites and monuments, will be able to get acquainted with

national dishes specific to the region and study the preparation process. living, historical tourism and gastronomic tourism will have mutual synergy.

Conclusion. In conclusion, the regional brand of Andijan region plays an important role in providing national cultural and historical heritage with processing. The development of innovative tourism in the Ushb direction, the organization of gastronomic festivals in historical places, and the creation of tourist routes promoting national cuisine will serve to further develop regional tourism. The development of national dishes in a historical context serves to qualitatively improve the cultural identity of the region. Because the historical development, lifestyle and cultural values of the people are reflected through the gastronomic heritage. This is an important factor in the process of regional branding. strong, Andijan region is possible as a tourist region distinguished by its historical heritage and national gastronomy.

Furthermore, the creation of a strong gastronomic brand for the Andijan region will significantly contribute to the development of gastronomic tourism. By promoting unique local dishes, traditional cooking methods, and authentic culinary experiences, the region can attract both domestic and international tourists. This, in turn, will stimulate local economic growth, support small businesses, and preserve traditional recipes that have been passed down through generations. Tourists will not only visit historical sites but also experience the rich culinary heritage, creating a deeper emotional connection with the destination. As a result, Andijan can position itself as a competitive and recognizable gastronomic destination on both the national and international tourism market.

Ultimately, the development of a regional gastronomic brand will strengthen the image of Andijan as a unique tourist destination, ensuring sustainable tourism development and long-term cultural preservation.

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