

AN IMPORTANT INGREDIENT IN THE CULTURAL TOURISM: GASTRONOMY TOURISM.

Abstract: *As today UNESCO makes nominations from historical centers as Osh in Kyrgyzstan, Bukhara in Uzbekistan, natural places like mountain Sulaiman in Kyrgyzstan, or intangible assets such as the tango in Argentina, or the shashmaqam music ... we treat the food culture as a wealth of great heritage, value to be preserved, and whose enjoyment can have substantial benefits for both tourism brands in Central Asia, and also can be a possibility for extending the culinary business in different areas of international markets. Today, when we talk about culinary tourism, the idea that arises is that of a tourism in which the main reason of the journey is knowing more about the cuisine of the country visited. In this article we see the European experience in gastronomy tourism and propose various ways of implementation of the mentioned experiences in Central Asia.*

I have always loved the food that my mum cooked. It had some special flavor, taste that I can never forget, doesn't matter if I didn't taste it for years.

When traveling in Santiago de Compostela, on the main street you can see beautiful girls offering you sweets to taste, which they call 'tarta de santiago', a very famous cake and as well offer 'tapas' in the bars. Every student who has studied in Santiago knows its 'tapas', and will know it no matter how many years will pass. It is one of their distinctiveness that belongs only to this culture, Spanish.

Tourism industry has been one of the important industries in the world economy during the past few decades. It has helped many country economies by increasing employment, foreign currency earnings, and sales. It has become part of the normal daily life of many people in the world. That's the reason why most countries are focusing on their tourism industry as it has become one of the most important sources of income and foreign investments.

At this time, when the importance of international recognition is crucial to be in the world tourism map, speaking of culinary tourism, we need to go further, switch to what some have called "food heritage".

In gastronomic tourism food and beverage are the main factors that motivate a person to travel to a particular destination. As has been analyzed, directly or indirectly, food plays an important role in the holiday experience of the travelers. The gastronomic product itself is very wide. When we think about the gastronomic business, it sometimes seems that the idea is only the business of restaurants and wine shops. But in countries where there is an older culture of food sales as a brand differentiator, we can observe the behavior involved in this sense.

When we promote gastronomic tourism, more gates are opened. From the above mentioned classical idea of ethnic restaurants in international markets, the following market opportunities can be developed: marketing of food products involved in the diet of each region, touristic guides, the sale of literature dish preparation, gastronomic tours, fairs and conferences of dining, festivals related to gastronomy, visiting markets, food shops, guest houses of the locals... Tourism specialists are recognizing the potential of gastronomic tourism as a powerful tool in promoting the tourism destination, thus it creates a unique image for the tourism destination, which makes it different from other cultures.

In example, when we travel around the world, we see different cuisine, and we know from which culture it comes from: Doner Kebabs, which are popular in Europe are known from Turkish culture; or Chinese restaurants, where you have rice foods with sticks; or French haut cuisine popular among elite of Europe and etc. These countries promote the culture image, identity to the world.

Also as previous point we include the motivation that can take tourists to make gastronomic tourism. This is explained by *Iva Vinha*, in her thesis, *Universidade de Aveiro "Gastronomía. Atracción turística primaria"* where literally says that "food was always a key

element of the culture of each society and each time more visitors seeing the gastronomy, there is higher possibility for knowing the culture of a place. It is not just to taste, the act which attracts visitors who are culturally motivated, but the fact of having access to rituals and habits associated with the cuisine of people and the opportunity to visit museums and other attractions with this topic. These visitors are not simply satisfied with going to a restaurant and taste the food. They want to know the ingredients, forms of seasoning, the underlying story, and so on. The experience is complemented with the purchase of books on food in place, the purchase of local products to take back to the place of residence, talk to the inhabitants, etc. "

As tourism is becoming one of the main infrastructures, the competition between tourism destinations is increasing. For it, local cultures are being increasingly valuable source of new products and activities to attract tourists. Of course, in the local culture, gastronomy has a significant role to play, not only because food is central to the tourist experience but as well because gastronomy has become a significant source of identity formation. "We are what we eat" not just in physical sense, but because we identify an image with certain types of cuisine when we come across during our holiday.

As we know food being one of our basic needs, it is not surprising that it is also one of the most widespread markers of identity. The 'comfort-foods' of childhood become the refuge of the adult shelter. Any attempt to change our eating habits is seen as attack on our national, regional or personal identity.

Once said that, step by step we will try to develop different features about the culinary tourism, to explain the future possibilities of Central Asia in this sector. For this, we will attempt to explain how this engine of tourism works in other international markets, especially the Europe, and particularly in Spain. In this way, we would be able to take a reference to compare the different evolution in relation to the Asian region, seeking to emulate the best practices of elsewhere.

1. Restaurants. The first mode, which is the classic way to understand the culinary tourism, is the restaurants themselves. In its different variations, first is the thematic restaurant, where the classification is performed by the type of food offered. It seeks consumer experience beyond the product eaten. There are examples of international success, today and are somewhat taken by consumers: Italian cuisine, French, Chinese, Peruvian, Thai, Mexican, Turkish, Argentina, Galician ...

For Central Asian countries like Kyrgyzstan or Uzbekistan the opportunity of opening their horizons to the world with this kind of ethnic restaurants is a very interesting possibility, since the diet of Central Asia is unique and with character, that is distinct from other Asian diets such as Chinese, Indian or Thai. However it can be taken as an example of positive practice for those Asian countries like China, India and etc. whose menus have been accepted both in Europe and the United States.

The great advantage of this idea is that if Central Asian countries take advantage of this opportunity, it would create an opportunity for free promotion to other tourist attractions of the countries. Do not forget that ethnic restaurants are places that generally are attend by certain type of clients, who are precisely the segment that is more interesting: people with interest in learning about other cultures, attracted by the different and usually a medium-high purchasing power.

By investing in the implementation of this kind of restaurants, it would be a good way to promote the brand image of the area, both with the decor, and with the menus and even information that can provide as a point of tourist information (brochures, sales guides, etc.). And the ultimate impact of this work is the most important thing that the region will be better known, will be more identifiable, and associated with positive values such as good treatment, cultural diversity, etc.

2. Agro tourism. Another method that relates largely to gastronomic tourism is agro tourism, widely practiced in Europe and America. This form of tourism is staying in rural homes where the owners offer accommodation and also complementary services, linking always to staying and living with an agricultural and rural environment. They make customers harvest their

own activities, ranching activities, horse riding, or even crafts. The idea of this particular product is to give customers the ability to empathize with the customs and traditions of the place and meet traditional architecture, landscape and the environment.

3. Wine Tourism. Another possibility is open practice of wine tourism, a practice that also helps to enhance the wine richness found in the area, plus spreads a very important factor for the start value of the history of the region: the widespread belief that the grape *vitis vinifera sylvestris* primal originates in the vicinity of Turkmenistan, Uzbekistan and Tajikistan.¹

This type of tourism is related to culinary tourism, cultural (architecture, art) and health and beauty (wine therapy). Tourists know every area through tasting wines and visiting wineries and vineyards.

In the case of Spain, more and more people opt for wine-related holidays. Its success is easily explained: it is a formula that no longer confined to wine experts and has versions for each pocket, with the goal that everyone can enjoy time of relaxing, culture and entertaining in nature.

4. Cook books and restaurant guides. Another way of making business with gastronomic tourism is the promotion and sale of literature. It creates a new product, and most of them serve as an impulsion for international awareness of cultural interest area. Both restaurant guides and cookbooks (preparation of typical dishes) are an interesting way to publicize the values shown in the traditional cuisine.

5. Gastronomic Fairs and Conferences. The fairs and conferences are always an interesting business model, and it is equally within the culinary tourism. In its different variants, gastronomy generates a value of the regions and enables international interaction that also generates foreign exchange. Within the culinary tourism we can speak about business tourism (used by entrepreneurs, executives, business and others to close deals, find clients or provide services), meetings and conferences, conventions (often bring together different professionals from the same company in order to inform their employees a new product, process of strategic planning for the new campaign , etc..) and incentives (related to business travel. While the latter is working, the incentive is for pleasure. Used by the management of large enterprises to improve the performance of their employees. They are encouraged by a trip of individual or a group).

6. Gastronomic tours. Another method, that is much in vogue in European destinations, and which can be illustrated with the case of Galicia: gastronomic tours. In this type of product, different quality culinary tourism in general is combined, creating a very compact product, involving different agents. They search for what tourists enjoy as the best food on destination. In this type of visits, tourists can enjoy walking via tourist attractions to traditional markets, wine bars, shops with typical products and of course, to the restaurants.

It is more profitable to develop the cultural tourism in Central Asia, particularly in Uzbekistan rather than other types of tourism, because covering the expenses of investment spent on other types of tourism for short term is not feasible. The profitability indicators of achieved success from cultural tourism in the regions are much higher than the indicators of special interest tourism offered in the regions. This can be seen in the table 1.

Table 1. Changing dynamics of profit and profitability in regions of Uzbekistan by offering cultural tourism products, million sums (source: NC Uzbektourism)

Profit/ profitability	1996		2000		2007	
	Profit	%	Profit	%	Profit	%
Republic	1775.9	28.9	6882.4	6.8	60274.4	4.53
Tashkent city and region	1206.9	35.4	3538.3	3.9	36458.6	1.59
Samarqand	190.9	12.9	1351.1	12.4	11078.4	12.1
Bukhara	111.02	44.5	860.31	7.3	4752.5	10.6

¹ http://es.wikipedia.org/wiki/Historia_del_vino

Khorazm	75.42	8.3	365.5	3.8	2135.3	5.4
---------	-------	-----	-------	-----	--------	-----

It is obviously seen from the table that, in the republic profitability is from the cultural tourism, which developed mainly on the rout of Tashkent, Samarqand, Bukhara and Khorazm, which is much higher then the others. From the above table, we can see that cultural tourism plays significant role in tourism of Uzbekistan; because, well developed cultural tourism in Tashkent city, Samarqand, Bukhara and Khorazm districts is having more then the half of profit gained from tourism sphere (based on statistics of NC “Uzbektourism”). For example, the share of Tashkent, Samarqand, Bukhara and Khorazm from overall profit in 1996 made 89,2 %, in 2000 it made 88,85%, and 2007 it made more then 90%. This can be explained by the below table where we can see from which countries the tourists are coming, that is incoming tourism: Europe: 53.52%; East Asia and Pacific: 26.22%; Middle East: 11.47%; America: 4.59%; South Asia: 3.82 %; Africa: 0.38%.

As can be seen from above, the most visiting country in Central Asia, particularly in Uzbekistan is Europe.

Central Asia, particularly in example, Uzbekistan has great potential for developing gastronomic tourism, with its diverse and unique food and beverage types, it can create an identity among the world wide tourists, as seen in case of Spain. We can count the foods from different regions with different history and processes: plov, shashlik, manti, xonim, chuchbera, kazon kabob, tandir kabob, somsa, sambusa, qimis and etc. As has been seen in European experience its better to mix the food and beverage experience with cultural tourism experience creating a bigger scale tourism. This will influence not only the economy in the sense of increasing income, sales, and employment but as well it will be marketing means in creating its image, and identity. We have seen these examples in the world, like national restaurant of Uzbeks in Paris, called ‘Samarqand’, or examples of Uzbek bread in USA. Even at the moment indirectly the gastronomy is creating an identity in tourists from Europe, Pacific, America, but when emphasized, it can be prevented the negative identity and as well can be used as a new tool in the development of tourism in Central Asia and as well as an economic tool in different spheres of economy.

As mentioned before most European countries are attempting to combine food and beverage with cultural tourism into one total tourism experience. This combination can be applied to Central Asia countries, thus most of the tourists visiting Central Asia come only for culture, and business purposes, and not for cuisine, because the tourists don’t have an image of Central Asia’s ‘what we eat’.

And as well, we have to mention that many gastronomic tourists nowadays prefer not only tasting the food and beverage but as well participating in the process as well. It has been mentioned in the steps of implementation of gastronomic tourism in Europe. This can be implied while developing the cultural cuisine of Central Asia. If we particularly take Uzbekistan, every year, on ‘Navruz’ holiday, on 21st of March, people staying all the night around big cauldron prepare the ‘sumalak’, which is the eventual food; it would be interesting for tourists to participate in these preparing, and as well in others like ‘kazan kebab’, the way of cooking national bread and etc. It would be one way of attracting tourists to the destination, by giving opportunity for the tourists to take part in the process of gastronomy.

To summarize the idea of implementation of European experience of gastronomy tourism in Central Asia, we have to mention that Central Asian countries have big opportunity in using cuisine as a powerful tool for economic purposes and in tourism, thus it is being accepted in good manner, the Central Asian cuisine by most of European countries and USA, the biggest tourist incomers in Central Asia.

Bibliography

1. ‘Tourism Economy’, M. Inoyatova, F.Qutlimurodov, S.Ruziyev. Bukhara State University, 2008.
2. ‘Gastronomy and Tourism’, Anne-Mette Hjalager, Greg Richards; Routledge, 2002.

3. http://es.wikipedia.org/wiki/Historia_del_vino.
4. 'Gastronomy. Primary tourist attraction', thesis of Iva Vinha. NC "Uzbektourism" annual reports.

УДК: 796.5: 904

Борубаева И.И., Бараканова А.Т.

БГУ им. К.Тыныстанова

ЗНАЧЕНИЕ ИСТОРИКО-КУЛЬТУРНЫХ ПАМЯТНИКОВ В РАЗВИТИИ ТУРИЗМА В КЫРГЫЗСТАНЕ

Туризм сегодня становится одним из видов рекреационной деятельности, которая все активнее использует рекреационные ресурсы, в частности, культурно-исторические объекты в познавательных целях.

Историко-культурным наследием являются памятники истории и культуры, связанные с историческими событиями в жизни народа, развитием общества и государства, а так же произведения материального и духовного творчества, представляющие историческую, научную, художественную или иную ценность. Поэтому памятники истории, культуры и природы являются национальным достоянием страны. При организации туристских резерватов нужно сочетать традиционные формы деятельности, исторически сформировавшиеся территории с инновационными видами рекреации. Новые виды деятельности должны дополнять, а не подавлять сложившиеся хозяйственные, социально-культурные и природные процессы. Объектами культурно-исторического наследия могут быть:

- памятники истории: здания, сооружения, мемориальные места, связанные с важнейшими историческими событиями в жизни народа;

- памятники археологии: пещеры, стоянки, городища, остатки древних поселений, древние производства и рудники, дороги и мосты, наскальные изображения и наскальная эпиграфика;

- памятники градостроительства и археологии: архитектурные ансамбли и комплексы, исторические центры, кварталы, площади, улицы, остатки древней планировки и застройки городов, сооружения гражданской, промышленной, военной, культовой архитектуры, а также связанные с ними произведения монументального искусства.

Особенности культурно-исторических объектов различных регионов мира все чаще побуждают людей проводить отпуск в путешествии. Объекты, посещаемые туристами, способствует их духовному обогащению, расширению кругозора. Культура является одним из основных элементов туристского интереса. Познавательный туризм охватывает все аспекты путешествия, посредством которого человек узнает о жизни, культуре, обычаях другого народа. Сохранение и развитие культурно-исторических объектов внутри региона является средством расширения ресурсов для привлечения туристских потоков. Во многих странах туризм может быть включен в так называемую политику культурных отношений. Многие регионы богаты такими уникальными историческими территориями, как древние города, усадебные и дворцово-парковые ансамбли, комплексы культовой архитектуры, исторические постройки, историко – культурные памятники и др. Они не должны оставаться застывшими образованиями. При организации уникальных территорий следует сочетать традиционные формы деятельности, исторически сформировавшие эти территории, с инновационными видами, к числу которых относится и туризм. Причем новые виды деятельности должны дополнять, а не подавлять сложившиеся хозяйственные, социокультурные и природные процессы. При развитии туристской индустрии важно не разрушить исторический облик территории. Каждый вновь

создаваемый объект должен соответствовать национальным особенностям и традициям и одновременно иметь свой неповторимый облик.

В Кыргызстане, стране высокогорных озер и рек, издревле были крепки связи человека и природы. Свое восприятие мира, мировоззрение и эпизоды жизни древние люди запечатлели во множестве наскальных петроглифов, расположенных по всей территории Кыргызстана. Из поколения в поколение передавалась мудрость соблюдения бережного отношения к природе, памяти предков, духовным традициям и культурному наследию. Вместе с тем Кыргызстан представляет немалый интерес для той категории туристов, кто отправляется в путешествие, прежде всего, за новыми знаниями об истории и культуре народов, за впечатлениями от встреч с новыми людьми. Кыргызстан располагает для развития туризма всеми условиями во всем их разнообразии, включая природные и историко-культурные достопримечательности мирового масштаба. На ее территории находится более пяти тысяч исторических и культурных памятников давно минувших времен и народов. Тут и пещерные стоянки первобытного человека, и уникальные рунические надписи на валунах, и удивительные наскальные рисунки, и каменные изваяния, и остатки античных поселений, и средневековые крепости, поражающие своей неприступностью и рациональностью. Географическое положение Кыргызстана обусловило то, что республика с давних времен находилась в зоне развитой среднеазиатской цивилизации, являлась перевалом оживленных международных торгово-караванных сообщений между Западом и Востоком. Через территорию республики пролегал когда-то Великий Шелковый Путь, и сегодня можно увидеть руины поселений и караван-сараев, которые располагались вдоль него и принимали путников-купцов. Сегодня развитие познавательного туризма на Великом Шелковом Пути, где находятся историко-культурный археологический музей “Сулайман-Тоо”, Узгенский исторический комплекс, наскальные рисунки урочища Саймалы Таш, Кумбез Манаса, это не только дань своей богатой истории, но и средство активизации экономических, культурных связей между странами, находящимися на этом пути. Также к ним, в частности, относится старинный город Баласагун. Здесь на месте древних развалин располагается историко-культурная зона «Бурана», которую всегда охотно посещают туристы. В городе Узген Ошской области путешественники получают возможность познакомиться с историко-архитектурным комплексом, в Джалал-Алабадской области — с мавзолеем Шах-Фазиль, в Нарынской — караван-сараям Таш-Рабат, в Таласской—мавзолеем Гумбез Манаса. Серьезным толчком в развитии познавательного туризма на Великом Шелковом Пути станет восстановление и реконструкция автомобильных дорог “Ош-Бишкек” и “Бишкек-Торугарт”. В последние десятилетия наступили трудные времена для культуры республики в целом. Наше государство, обретя независимость, не имело достаточной возможности оказывать должную поддержку в деле сохранения культурных и природных памятников, в развитии и воспитании культурного наследия. Стремительно исчезает сохранившийся хрупкий пласт кочевнической культуры, некоторые ее виды находятся на грани исчезновения. Перемена эпох, политических систем, наступающая глобализация нарушили систему передачи духовных ценностей.

Проблема охраны культурно-исторической и природной среды человека - одна из важных задач. Утрачивается идея сохранения и развития национального культурного достояния. Молодежь, особенно городская, плохо понимает, что самоидентификация нации идет через такие культурные проявления, как традиции, обычаи, старинные обряды, игры, празднества, знания народных лекарей и умения мастеров.

Организация путешествий по историческим местам, обустройство дороги автомобильными кемпингами, малыми гостиницами и мотелями, объектами сервисного обслуживания автомобилей - все это вопросы развития туризма. Туризм не только приносит доходы региону, но даёт местному населению основание гордиться своим уникальным наследием и предоставляет возможности делиться им с туристами. Если

общество будет это учитывать, то сможет создать систему рационального использования уникальных ресурсов для туризма.

Реализация туристского бизнеса в условиях рынка может быть осуществлена при наличии четырех составляющих: капитала, технологии, кадров, туристских ресурсов. Это означает, что для развития туризма необходимы не только капитал, технологии и кадры, но и, прежде всего, место, где имеются туристско-рекреационные ресурсы. Успешное развитие туризма, следовательно, массовое привлечение потенциальных туристов зависит от действий, направленных на сохранение культурных, исторических и природных ресурсов.

Литература

1. Алымбеков К.А., Расулова Н.К. Управление достопримечательностями –Бишкек, 2006.
2. Дудашвили С.Д. Туристские ресурсы Кыргызстана. –Бишкек,.2004.
3. Жыргалбеков Т.Ж. История туризма в Кыргызстане. –Бишкек,.1996.
4. Жыргалбеков Т.Ж. Основы тур. деятельности в КР. –Бишкек, 1996.
5. www.gateway.kg.