



Review Article

GASTRONOMY TOURISM AS AN EMERGING NICHE MARKET IN UZBEKISTAN

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ABSTRACT

Gastronomic tourism is creating increased interest as a new and emerging niche market. It is attracting large numbers of tourists (or foodies) who want to sample local cuisine and this is one of the major reasons for travelling to new and exotic locations. One of the motivating forces to travel both globally and locally is to gain in-depth knowledge of a country's local and rural cuisine. Many local dishes have been prepared according to traditional recipes which have been handed down over many centuries and have become an important means of learning about a region's culture and heritage. Gastronomy is also an important element of Uzbekistan's local culture and identity. The preparation of traditional dishes dates back to the ancient times of the 'Great Silk Road'. This paper concludes with suggestions to promote the importance of gastronomic tourism and to raise its profile as an emerging niche market in Uzbekistan.

Key Words: Gastronomy tourism; culture; heritage; Uzbekistan; traditional dishes; Great Silk Road; niche market.