
An Innovative Management Mechanisms as Necessary Tools to Ensure a Successful Experience in Gastronomic Tourism

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Abstract: In this study, an innovative mechanism for the development of gastronomic tourism was developed, and the innovative processes of management of economic entities include innovative management tools that affect the behavior of economic entities. We divide innovative processes and tools in the development of gastronomic tourism into internal and external. The introduction of the innovative mechanism of management of the gastronomic tourism system allows to identify the existing problems of the business and to determine the ways to solve them. As a result of this, it is possible to increase the efficiency of domestic touristic and recreational potential.

Key words: gastronomic tourism, innovation, business entities, public-private partnership, IT in tourism, recreational tourism, tourism destinations.

It is appropriate to start the development of gastronomic tourism first with gastronomic tourism. Because our country's gastronomic tourism cannot be developed if our local tourists do not know about our traditions, food and drinks.

In the development strategy of the new Uzbekistan, great attention has been paid to the tourism sector. Special decisions and decrees were adopted on the development of tourism and gastronomic tourism. Innovative projects that meet world standards have begun to be produced for each industry. Innovative projects and grants in the development of tourism were announced. Decisions and decrees were adopted by the state for the development of tourism.

As an example, we can take the Decrees of President of the Republic of Uzbekistan No. PD-232 dated April 30, 2022 "On additional measures to diversify gastronomic tourism services".

Raising tourism to a strategic level in the country's economy, diversifying and dramatically increasing the size of gastronomic tourism services, creating the necessary conditions for introducing citizens to the tourism potential of our country, improving the quality of tourism services provided and increasing their competitiveness in world markets, operating in the tourism sector the goal of creating additional opportunities for business entities, rapid development of modern service infrastructure, as well as providing employment to the population and expanding their source of income has been developed. An innovative management process of business entities also includes innovative management tools that affect the behavior of economic entities in the research.

Literature review

In their research, some scientists estimate that culinary culture has been a neglected area until recently. However, culinary culture is always the longest preserved part of culture and tradition. In other words, the various characteristics of the society are combined with each other, cuisines that feel the most national feelings, daily lifestyle, religious beliefs, customs, traditions and customs is

a mirror. The change in the way of eating in the communities and the increase in the value of social food became one of the reasons for the actions in tourism activities. Gastronomic tourism has become a rapidly growing component of tourism attractions in recent years. The marketing opportunities of gastronomic tourism are being developed by countries that pay attention to this issue. The desire of tourists to experience the local taste in destinations and accommodation facilities has prepared the ground for the development of gastronomy tourism. Realizing the importance of gastronomy tourism by local and foreign tourists, tourism enterprises have shown gastronomic factors in their facilities. Therefore, tourism is ensured to focus on gastronomy in coordination with all tourism-related foundations and civil society organizations and with the encouragement of relevant ministries. In addition, advertising activities should be carried out in a measurable way by the developers of gastronomic tourism, has been said by Turkish scientists Umit Sormaza, Halil Akmeseb, Eda Gunesc and Sercan Ara.

According to Cohen, a well-known scientist, the more research is done in the field of tourism, the more innovative definitions will be given.

In my opinion, a clear explanation and review of the concepts related to the current tourism sector depends on the correct analysis of the nature of all socio-economic relations taking place in the market by world scientists or local scientists.

Olga Chkalova, Marina Efremova, Vladimir Lezhnin, Anna Polukhina, and Marina Sheresheva promote and conduct their research on gastronomic tourism and innovative rules in the development of gastronomic tourism. In their article, "innovative mechanism for local tourism system management: a case study", they highlighted the need for an innovative approach to personnel issues in the development of tourism.

Research methodology

In determining the sustainable development of gastronomic tourism, the methodology of taking into account the innovative changes expected in the coming years and thereby studying the development of the tourism sector as a separate branch is used in the research, and the components of the infrastructure through methods such as observation, comparison, systematic and comparative analysis, and expert evaluation a method of determining the directions of development is proposed. Conclusions have also been drawn on the priority tasks of the tourism development of our country until 2025, and specific recommendations on improving the tourism sector have been developed.

Analysis and results

The importance of innovation and stability is increasing in solving problems of gastronomic tourism development under the conditions of the globalized market. Increasing innovative activity creates the necessary conditions for the formation of promising directions for the development of gastronomic tourism. The introduction of an innovative mechanism of management of the gastronomic tourism system is an existing business

We consider the following external innovation procedures for the tourism and recreation sector in Uzbekistan:

- 1) Development of innovative public-private partnership in the development of gastronomic tourism;
- 2) systematic state support of the network;
- 3) search for innovative investors;
- 4) participation in national tourist and tourism fairs and exhibitions;
- 5) development of innovative programs to improve gastronomic tourism.

For each external innovation process, we have developed a set of innovation tools and their detailed descriptions.

We can see the relationship between innovative processes and innovative tools on the example of internal procedures used in the regions of Uzbekistan.

The second internal innovation process, called the development of innovative infrastructure in the field of gastronomic tourism, includes the following internal innovation tools:

- ✓ improvement of the convenient transport infrastructure for the realization of opportunities for the timely arrival of tourist groups;
- ✓ developing projects for the development of new gastronomic enterprises and the construction of new facilities;
- ✓ implementation of measures for national food and drink advertising.
- ✓ redesign national food marketing if necessary;

The manifestation of innovative activity through this process creates conditions for the development of the network economy and the improvement of the quality of tourism services. Economic, financial and organizational influence on various tourism stakeholders, including federal and regional authorities, is essential to create a system of individual self-management measures.

In order to form an innovative mechanism and implement innovative ideas, it is necessary to develop the gastronomic tourism system aimed at creating new tourist resources and products, to stimulate their growth and competitiveness. The complexity of the innovative development process in tourism destinations is determined by the mutual The activities of all interested parties are regulated by legal norms and regulations. Therefore, the institutional environment, that creates the basis for innovative activities, tourism is important.

Conclusions and suggestions

The research presented that has been made it possible to determine the theoretical and methodological foundations, to determine the conceptual approaches to the development of the innovative mechanism of the management of the gastronomic tourism system.

Today's foreign experience shows that tourism requires personnel qualifications to keep up with the times and to work constantly on themselves.

Our internal innovative offer called "training and retraining of personnel in the field of tourism" consists of the following internal innovative tools:

- ✓ Certification of employees in gastronomic tourism;
- ✓ Training and training courses for national foods and drinks;
- ✓ Practical training courses in gastronomy;
- ✓ Distance courses and seminars in gastronomy;
- ✓ Teaching business in gastronomy;
- ✓ Use of professional information resources in gastronomy and exchange of knowledge among employees;
- ✓ Qualification exams in gastronomy.

The results of the research showed that the urgency of developing innovative gastronomic tourism is largely related to the current situation in the country's economy and the growing role of integration processes in innovative interaction at the regional and interregional levels. This, in turn, serves to increase the importance of further study and application of innovative mechanisms and means of influencing the existing economic processes in tourism.

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