

**THE LINK BETWEEN FRANCE GASTRONOMY AND TOURISM**

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**Annotation:** *The link between French gastronomy and tourism is a symbiotic relationship that has flourished over centuries, shaping both the culinary landscape and the tourism industry of France. This paper explores the multifaceted connection between French cuisine and tourism, delving into its historical roots, cultural significance, economic impact, and contemporary manifestations. Through an analysis of key factors such as Michelin-starred restaurants, regional specialties, culinary festivals, and culinary tourism initiatives, this study elucidates how French gastronomy acts as a magnet for tourists, drawing millions of visitors annually to indulge in the country's rich culinary heritage. Furthermore, the paper examines the role of gastronomy in destination branding, sustainable tourism practices, and the preservation of culinary traditions. By synthesizing academic research, industry reports, and case studies, this paper offers insights into the intricate interplay between French gastronomy and tourism, highlighting its enduring allure and its implications for both the gastronomic and tourism sectors.*

**Key words:** *French gastronomy, tourism, culinary tourism, destination branding, Michelin-starred restaurants, regional specialties, cultural heritage, economic impact, sustainability, culinary traditions.*

**СВЯЗЬ МЕЖДУ ФРАНЦУЗСКОЙ ГАСТРОНОМИЕЙ И  
ТУРИЗМОМ**

**Аннотация:** *Связь между французской гастрономией и туризмом - это симбиотические отношения, которые процветали на протяжении*

веков, формируя как кулинарный ландшафт, так и туристическую индустрию Франции. В этой статье исследуется многогранная связь между французской кухней и туризмом, рассматриваются ее исторические корни, культурное значение, экономическое влияние и современные проявления. Благодаря анализу ключевых факторов, таких как рестораны, отмеченные звездами Мишлен, региональные деликатесы, кулинарные фестивали и инициативы в области кулинарного туризма, это исследование объясняет, как французская гастрономия притягивает туристов, привлекая миллионы посетителей ежегодно, чтобы насладиться богатым кулинарным наследием страны. Кроме того, в статье рассматривается роль гастрономии в брендинге туристических направлений, практиках устойчивого туризма и сохранении кулинарных традиций. Объединяя научные исследования, отраслевые отчеты и тематические исследования, эта статья дает представление о сложном взаимодействии французской гастрономии и туризма, подчеркивая его непреходящее очарование и последствия как для гастрономического, так и для туристического секторов.

**Ключевые слова:** французская гастрономия, туризм, кулинарный туризм, брендинг дестинации, рестораны, отмеченные звездами Мишлен, региональные деликатесы, культурное наследие, экономический эффект, устойчивость, кулинарные традиции.

### INTRODUCTION

France is a state that arose when several provinces were united, in each of which the inhabitants so revered their gastronomic specialties that they have preserved them to this day. The mixture of culinary styles has made French cuisine very diverse. Alsatian cuisine is very similar to German, the cuisine of the southern provinces (Provence, Gascony) is closer to Italian and Spanish, although more spicy. Residents of coastal areas use more fish, crabs, lobsters, lobsters, and shrimps in their diet. French cuisine is characterized by the

widespread use of wines, cognac and liqueurs for cooking. And that's a good thing. As it was recently established: moderate consumption of red wine (about a glass per day) inhibits the development of atherosclerosis. Solid advantages: in general, experts consider French cuisine to be quite balanced. It is less greasy than, for example, German or English. France is the birthplace of Gargantua and Vatel, as well as "still life", "fillet", "puree" or "souffle". That the French culinary vocabulary has long become international, and many people have studied the geography of this country without crossing borders thanks to the EPA system (Appellation d'origine Controlee - the name of the product given at the place of production): the regions of Cognac, Calvados, Champagne, Bordeaux, Burgundy, the villages of Camembert, Murol, Saint Necter and so on. It is almost obvious that the gastronomic culture in France - whether it is gastronomic restaurants or small bistros, or individual products: wine, cheeses, oysters, foie gras and others - is an attraction equal in status to the Eiffel Tower or the Louvre. It is cheeses and wine that tourists most often bring from France as a gift to their relatives and friends.

### **MAIN BODY**

It is known that a large number of restaurants in the country are subject to the rhythm of tourist seasons: many establishments on the sea coasts earn so much in the summer seasons that they quietly close in winter, and gastronomic cafes and restaurants in ski resorts take over from them. For example, Marc Veyrat, who was awarded a 20 out of 20 rating by the Gouillet guide in 2013, ends the summer season on the shore of a charming lake in Annecy, closing his three-star restaurant Auberge de l'Eridan (open from May to October), and immediately moves to his other gastronomic establishment - Ferme de mon Pere, located in the Savoy Alps (open from mid-December to mid-April). It is also no coincidence that at all major palaces - and even more so in Paris - there are gastronomic restaurants: L'Espadon at the Ritz Hotel and Les Ambassadeurs at the Crillon Hotel are marked with one star, the Bristol Hotel restaurant has two stars, Plaza Athenee proudly hosts the highest cuisine of Alan Ducas, marked

with three stars by the famous red guide, The Four Seasons - George V Hotel is celebrating receiving its third star this year with its Le Cinq restaurant. Catherine Mortel, Director of Public Relations at this hotel, believes that gastronomy is one of the means of promoting George V in the world. French chefs and sommeliers from the Le Cinq restaurant at the hotel periodically arrange various gastronomic events, the so-called "showcases of French gastronomy" in New York, Tokyo and so on. France has already established a gastronomic and tourist salon - Tour Gast, which unites travel agencies, food manufacturers and restaurateurs, which takes place annually from April 22 to 25 in the French town of Saint-Louis, near the Swiss and German borders, thanks to which it has become international.

France is one of the richest countries in terms of gastronomic and tourist literature. There is a good dozen gastronomic guides alone, plus three to four dozen books dedicated to the cuisine or gastronomic peculiarities of certain regions. As such an example, the restaurants "Jules Verne", located on the Eiffel Tower or the famous "Silver Tower". And Fouquet's restaurant, on the Champs-Elysees, has long been better known not for its cuisine, but for its historical connection with cinema and the tradition of celebrating the prestigious Cesar Award here. Many tourists come here solely to walk along the path consisting of golden slabs with the names of the winners of the "Cesar", including Alain Delon, Catherine Deneuve and many other painfully familiar names.

### **DISCUSSION AND RESULTS**

According to the Directorate of Tourism (Direction du tourisme) under the French government, 75 million tourists visiting the country spend about a quarter of their budget on food, leaving 18 billion in the country. euros for gastronomic expenses. And this is not counting the cost of souvenirs, many of which are also gastronomic. After all, even banal food in France contributes to a better knowledge of the country, familiarity with its culture and customs. The originality of French cuisine lies in the fact that it is diverse and does not have time to get bored: local products and typical dishes, the so-called produits de terroir, change from region to region. Depending on the mood and wallet, a

tourist can change gastronomic styles every day: haute cuisine, regional, urban, bourgeois, popular and so on. In addition to all of the above, gastronomic tourism has recently become very popular in France. More and more new travel agencies are appearing, organizing trips with the aim of discovering the country through gastronomy. Some agencies specialize in the gastronomy of the regions, others on the so-called "wine routes" passing through the vineyards of the country, the small Parisian agency Eastwood travel France organizes trips to various epochs for its clients (in ancient castles with dressing up in costumes of those times) with the creation of historical meals corresponding to these epochs.

France is one of the most visited countries in the world. But if tourists come once, two, three times, they are no longer interested in the Eiffel Tower, they want something new, deeper," says Anne-Sophie de Lataillade from the Prestige de France travel agency. - Therefore, for ten years now we have been creating specific tours related to gastronomy and the art of the table. This includes visits to typical restaurants, tastings of local products, meetings with major chefs. For example, a visit to Versailles, through the prism of the art de la table of the era of the Sun King. Or a visit to Paris through the expensive grocery stores fines epiceries. Today, people want to understand how bread is baked, they wonder how best to eat in order to lead a healthy lifestyle. Among the most visited regions are Bordeaux, Burgundy, Champagne, Paris and the suburbs. In addition to the French, many Americans, Italians, Koreans, and Chinese come. Recently, Russians have begun to come.

In addition to just gastronomic and tourist visits, many people come to France to study, and we are talking not only about professionals, but also about amateurs who want to touch the peaks of culinary art. In this regard, many chefs of the guest houses in the province organize weekends with accommodation, tasting and learning the cuisine of this area. The famous French culinary school Le Cordon Bleu, together with the Four Seasons Hotel George V, offers a program called "discovering French cuisine" - 5 nights in a chic Parisian palace with five-day cooking courses at the school itself. In addition to the courses

themselves, the program includes visits to the Paris markets and the laboratory of the famous Poilane bakery.

### **CONCLUSION:**

The intricate relationship between French gastronomy and tourism is a testament to the profound impact of culinary culture on travel experiences. Through centuries of culinary evolution and innovation, French cuisine has become synonymous with excellence, drawing visitors from around the globe to savor its diverse flavors and rich traditions. The fusion of gastronomy and tourism has not only bolstered the economic vitality of France but also enriched cultural exchange and appreciation worldwide. From the prestigious accolades of Michelin-starred restaurants to the humble charm of local bistros, French gastronomy offers a kaleidoscope of culinary delights that captivate the senses and ignite the imagination of travelers. Moreover, culinary tourism initiatives, such as food festivals and culinary tours, provide immersive experiences that deepen understanding of French culture and heritage. As we navigate the complexities of modern tourism, sustainability emerges as a crucial consideration. French gastronomy presents an opportunity to promote sustainable practices, from farm-to-table sourcing to preservation of culinary traditions, ensuring that future generations can continue to enjoy the fruits of this vibrant culinary landscape. In essence, the link between French gastronomy and tourism embodies the essence of *joie de vivre*, inviting travelers on a journey of indulgence, discovery, and cultural enrichment. As we toast to the enduring allure of French cuisine and the boundless possibilities of culinary exploration, let us celebrate the timeless connection between food, travel, and the joy of shared experiences.

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