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Innovative Development of Gastronomic Tourism in the Republic of Bashkortostan

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Abstract: The development of gastronomic tourism in Bashkortostan can begin with the identification on a municipal competitive basis of the best gastronomic dishes of municipalities. Forming creative video and photo content, which includes the recipe of the dish, the cooking technology, the process of preparing a gastronomic dish, history, legends (legends) about the dish, the traditions of the municipality, the composition and trace elements, culinary features, opportunities and prospects for the development of gastronomic tourism in these rural areas. The creation of an interactive atlas of 54 gastronomic dishes in rural areas and 9 urban districts of the republic will give impetus to the creation of such Atlases throughout Russia, the development of republican tourism and neutralizes disputes between the identity of dishes with other regions, creating their own unique folk dishes of hospitality.

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1 INTRODUCTION

Relevance of the study. Bashkortostan is a popular tourist destination in the Russian Federation, which has both a wide variety of natural zones and a rich cultural heritage. Exciting epics about the adventures of young batyrs, beautiful beauties and terrible monsters have been passed down from generation to generation for many centuries and are known to almost every resident of the republic.

As you know, the cultural heritage, the way of everyday life, the style of farming, the territories on which peoples live – all these elements inexorably determine popular national dishes. The ancient Bashkirs led a sedentary lifestyle, located on the southern slopes of the Urals. Steppe regions, mountainous slopes, rivers, lakes, combined with soil rich in humus, became the key reason for the main directions of the Bashkir economy: cattle breeding and, to a lesser extent, agriculture. Bashkir horse meat (kazy) is known all over the world, as well as a tonic fermented milk drink, kumis. Hot summers and cold winters were positively disposed to beekeeping. A few centuries later, Bashkiria became the main supplier of honey in Russia.

Agriculture provided the people with dough and potatoes, cattle breeding with meat, mainly beef and horse meat. It was these ingredients that subsequently became key in the vast majority of dishes of the Bashkir national cuisine. However, many gastronomic dishes of Bashkiria are replicated as national dishes and drinks of other republics, for example, chuck-chuck or koumiss. In addition to existing food and drinks, known far beyond the borders of Russia, gastronomic dishes of rural areas and cities should appear in Bashkortostan, which will give impetus to the development of gastronomic tours in rural areas. There are more than 2 million residents of rural areas in Bashkiria, who can be involved in creating the best dishes in 54 municipal districts and 9 urban districts.

Tourism of other types, in addition to gastronomic, is relatively popular in Bashkiria. Below is the dynamics of key performance indicators of Bashkortostan travel agencies (figures 1, 2) (Bashkortostanstat, 2020).

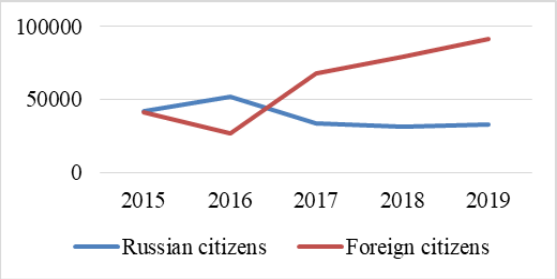

Figure 1: Number of tourists served by Bashkortostan tourist companies per year.

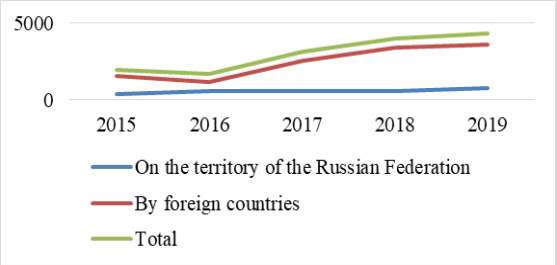

Figure 2: Number of tourists served by Bashkortostan tourist companies per year.

2 RESEARCH METHODOLOGY

This article uses: a method for analyzing documents, as recording single events; method of systematization and processing of information analysis; method of expert assessments as work with expert experts and municipal leaders with subsequent processing and study of the opinions received. Internet resources, official websites, sources of information, scientific literature, scientific articles were used.

3 RESULTS AND DISCUSSION

We will assess the level of gastronomic tourism in the municipalities of Bashkiria at the moment and identify the growth points of this direction and their implementation.

Gastronomic tourism in general, as well as gastronomic festivals, came to Russia relatively recently. Being very common and often found not only in large, but also in medium and even small areas of Europe, only at the beginning of the 21st century this type of tourism began to gain popularity with us. Several reasons could contribute to this lag behind trends. First of all, each state of Europe is

famous for its own cultural and historical heritage. Cooking is no exception and only complements the cultural code of each country. Perhaps every tourist knows the famous Italian pizza, Japanese rolls and sushi, French croissants and bakery products, German sausages and beer, as well as a huge variety of other wonderful dishes of various nations.

Let's briefly consider examples of the most famous European gastronomic holidays around the world.

Galicia Sea Gift Festival – Spain. The purpose of the holiday is to promote tourism and the fishing industry. The festival is popular throughout the country due to the quality of the seafood on offer, on the fishery of which the entire economy of the coastal village is based.

The Perugia Chocolate Festival in Italy is a large-scale event for chocolate lovers and chocolate producers. The festival is considered one of the largest chocolate festivals in Europe (http://turismo.comune.erupgia.it, n.d.; http://italia-ru.com/page/perudzha, n.d.).

The International White Truffle Festival takes place annually in the small picturesque town of Alba in the province of Piedmont (Italy). The event includes a truffle fair and exhibition, as well as an auction, which can only be accessed by special invitations (http://www.euromag.ru/catalogs/food/13750.html, n.d.; http://www.bellaumbria.net/en/eurochocolate/, n.d.).

The Oktoberfest beer festival in Germany is perhaps the most famous gastronomic festival of the beginning of autumn, in which only Munich brewers are allowed to participate. The alcohol content in the drink is strictly regulated here – from 5.3 to 5.8%. About six million people visit each Oktoberfest, drinking about seven million liters of beer.

The festival of young wine Beaujolais Nouveau in France, held on the third Thursday of November, has long been not limited to the borders of the town of Beaujou. At this holiday, you can once again verify not only the excellent qualities of young French wines, but also the openness of the French, their ability to enjoy life.

Of course, it is wrong to say that Russia has absolutely no historically established and famous dishes throughout the country. The culinary heritage of Russia is huge, but unlike the European one, much less attention is paid to it, while architectural monuments are of the greatest value to tourists and travelers, each of which hides the stories of bloody wars, palace coups of the great conquests of valiant warriors and many other events that we know since elementary school.

At the same time, astro-festivals can bring significant benefits to both individual regions and the entire state. First of all, the holding of gastronomic exhibitions and holidays raises the level of cultural awareness of visitors about the traditions of the region, allows them to get acquainted with modern trends in the food and restaurant industry (http://www.foodfestivalseurope.com, n.d.).

Employment – regular major events contribute to solving such a macroeconomic problem as unemployment. Basically, young people are involved as staff at such celebrations, who, observing the organization of festivals and taking a direct part in them, not only gain experience and broaden their horizons, but also form their own map of preferences regarding the future profession. In other words, participation in the organization of such events is one of the ways to find your vocation in the field of interest.

Image of the region, increasing the popularity of the destination among tourists. Large events have a particularly strong effect of disseminating information about the region. On the one hand, advertising the festival and notifying a potential audience of participants is already a strong informational occasion. On the other hand, distinctively bright and unique congresses are accompanied by coverage of events taking place at them in the media, which increases the level of public awareness of the existence of distinctive cultural traditions of the region (http://www.españaescultura.es, n.d.).

The influx of investments – the set of popularity of the region as a tourist destination entails attracting the attention of regional, and in especially striking cases, the federal authorities to the tourist potential of the region (http://travel.cnn.com/explorations/eat/worlds-best-food-festivals-391229, n.d.). Successful examples of gastronomic festivals in Russia (table 1).

Various gastronomic events that are of a public nature are one of the forms of gastronomic tourism, which has an important place in the hierarchy of actions to familiarize tourists with local culture and traditions. One of the holidays is created to provide visitors with the opportunity to get acquainted and feel the authenticity of the lifestyle of local residents in a comfortable environment. Other main goals are the education and dissemination of experience in the successful organization and functioning of catering enterprises. Recently, events related to gastronomic brands are more often used as a kind of tool to

attract tourists (http://www.worldfoodtravel.org/, n.d.).

Table 1: Popular gastronomic festivals in Russia.

Title	Venue
Kamyshin Watermelon Festival	Volgograd Region
Harvest festival "Onion Day in Lukh"	Ivanovo region
Gastronomic festival "At Pozharsky in Torzhok..."	Tver region
Interregional festival of drinks "Altayfest"	Republic of Altai
Gastronomic festival "My fish"	Samara region
Smelt festival	Leningrad region
Gastronomic festival "Oh yes, food!"	Crimea
District festival "Bread pier"	Saratov region
International festival of Finno-Ugric cuisine "Byg-byg"	Udmurt Republic
Adygea Cheese Festival	Republic of Adygea
Michurinsky Apple Festival	Tambov Region
Kumys holiday "Tsegeni zugaa"	Republic of Buryatia
International Pokrovskaya Fair	Tambov Region
Kuban Kvass Festival	Krasnodar Territory
Gastronomic festival "Delicious Kazan"	Republic of Tatarstan
Interregional festival "Gingerbread Day"	Tula region
Cucumber festival in Suzdal	Vladimir region

Gastronomic festivals can be divided into two categories by orientation: festivals for service employees or for tourists and travelers. A striking example of the first type of events is the gastronomic festival "Gastreet," held annually in Sochi. The target audience of this festival is employees and owners of catering enterprises: restaurateurs, managers, managers, waiters, cooks, bartenders, etc. The vast majority of the information presented to the participants introduces them to the rules for providing guests with quality service, gourmet dishes, high-quality alcoholic cocktails and other restaurant business standards that can bring establishments increased profits and bring them to a new, higher level. The format of the event is more of a tasting and educational nature. The establishments presented at the festival are scattered throughout the country and even across foreign countries, which allows participants to discover the multifaceted and diverse experience of providing high-quality service.

The second type of festivals is designed for tourists who want to get acquainted with the culture and traditions of local cooking and, as a rule, is tailored to the regional nature of dishes and drinks. The key value of these festivals is the presence of an atmosphere of identity and the preservation of a cultural code that has been formed over many centuries and has been preserved, passed down from generation to generation. The most common format of these events is exhibition, since it is at exhibitions that it is most convenient to learn the history of development, everyday life and other aspects of the life of individual nationalities. As a rule, such events include holidays dedicated to specific dishes and food products (Kuban kvass festival, onion day in Lukh, Kamyshin watermelon festival, etc.)

A distinctive feature of the "Gastreet" is a suitable location in areas where there is already a hotel infrastructure and a good service base. It is the presence of a developed network of communications and high-level accommodation facilities that allows guests not only to get acquainted with the high standards of providing high-quality services in the field of public catering, but also to feel and try out high-level service by personal example during their stay at the festival, which lasts several days.

The above combination of factors allows us to draw the following conclusion. In order to develop tourism, it is primarily important to promote not cultural gastronomic festivals, but those dedicated to education and improving the quality of service. The level of services provided depends on the professional level of participants in the catering turnover. Unfortunately, at the moment "Gastreet" is one of the few gastronomic events that are educational in nature and gather visitors from all over Russia and neighboring countries. For example, in the West, in European countries, as well as in the USA, such events are of a similar mass nature, however, they are more common, which determines the high culture of the catering sector. On the contrary, the policy of providing employees with experience and opportunities to improve their skills is less widespread.

Also, one of the shortcomings of the Russian experience is the lack of funds allocated by employers for advanced training of employees. As a rule, managers and top management of restaurants are sent to such educational festivals, especially considering that this practice is common only in the most profitable establishments.

However, if Russian enterprises allocated larger amounts of funds to provide their employees with development tools, sending them to festivals,

employees would not only receive a huge baggage of knowledge, which can be applied in practice, introducing establishments to a completely new level, but the days of the festival would have lived on their own experience, feeling like guests of an expensive and high-quality restaurant, that would make them want to improve their own working standards and improve their skills.

In this regard, the development of tourism through the holding of regional cultural festivals, such as apple, saved the day of the Tula gingerbread, is secondary. The flow of tourists who want to know the specifics of a particular region of Russia is not as high as, for example, in Europe, where each individual region, and even more so the state, is extremely rich in its cultural and historical culinary heritage. On the other hand, the number of restaurant businesses whose managers would like to see greater efficiency and better results for their employees is extremely large. Thus, the key flow of guests at these festivals is employers, line employees, managers, restaurant managers.

Currently, there is no illumination of the regions of the Republic of Bashkortostan. Measures to popularize them are small and superficial. Far beyond the borders of Bashkortostan, Bashkir honey, apples, individual dishes (beshbarmak, elesh, etc.) are known, but not only tourists, but also many residents of the republic do not know the history, culture, legend of the appearance of culinary delights. Unlike individual products for which Bashkiria is famous, each national dish contains a unique history of its creation. How the dish appeared, why it includes exactly such ingredients, whether these ingredients grew nearby or were purchased in the course of trade with neighboring peoples. These and many other questions are meaningful.

The key problem of manufacturers of high-quality, but little-known products is the lack of a sales market. For example, a farmer in one of the Bashkir regions makes cheese from mare's milk, which in itself is a rare product. This cheese is very fond of his entourage, his acquaintances, neighbors, residents of his settlement, who make up the main pool of his buyers. However, it does not have the ability to reach a higher level of sales due to both the lack of funds for building up capacity and the lack of large-scale demand for products.

In this regard, holding a regional festival with high-quality promotion and a competent advertising campaign for these products would allow farmers to gain greater coverage of buyers. At a minimum, he could only make excess profits during the festival by selling his products and presenting them to a large number of visitors. Then - conclude contracts with distribution networks for the supply of their products to stores, etc. Of course, after the conclusion of such contracts, the farmer would have money to increase his capacity, after which the volume of production would grow in proportion to demand. Ultimately, this chain of development of a particular farm would lead to the satisfaction of the manufacturer (increased profits, a higher standard of living, more advanced technical equipment that he uses in his activities), as well as the satisfaction of the consumer, who would not only get acquainted with a new and high-quality product, but also purchased it on an ongoing basis.

Moreover, if at such festivals master classes are held on the preparation of various dishes using this cheese, the demand for this cheese will grow even more. In addition, chefs who know how to cook dishes with the specified ingredient would benefit. Dishes using this cheese would become popular, and the cultural program of the festival itself would be more diverse. Obviously, all these events only positively affect the number of tourists who want not only to get acquainted with new types of products, but also to learn how to prepare unique delicious dishes inherent in this region from local products.

For the development of gastronomic tourism in the Republic of Bashkortostan, promotion of products of local producers and the formation of a wide flavor of new municipal and city dishes, it is proposed to create a gastronomic atlas of 54 districts and 9 districts of Bashkortostan. After the creation of the atlas, the festival "Gastronomic Bashkiria - tastier together" will be held. The purpose of the festival is testing, the duration of the festival is one day. Each dish presented at the event will be accompanied by its own legend - the history of the dish, the recipe for cooking and photo-video content. After that, it is planned to transfer all information about dishes to the Internet site, which will allow any person from every corner of the planet not only to get acquainted with the dish, but to immerse themselves in the culture of a certain municipal district of Bashkiria, learn how to cook this dish on their own using video concepts, as well as independently create gastronomic tours. This will lead to an increase in the level of awareness of the culture of Bashkortostan, both the local population and tourists, the popularization of this tourist destination, and the attraction of income from growing tourist flows. It opens up the opportunity to design tourist gastronomic routes. Let's take a closer look at other features and benefits of the website.

Modern people live in the era of information technology, which determines the high level of information availability. Unlike the world that existed 50 years ago, today we are freed from the need to visit libraries in order to find literature and information of any kind necessary for study, work or leisure (Means, 1994).

2020 was the year that brought a revolution in education. So, due to the onset of the coronavirus pandemic, students and schoolchildren of almost all countries of the world were transferred to the online education format. This measure made it clear that the key resource that allows receiving information, as well as influencing public opinions via the Internet (Paudel, 2021; McCarty, Steve & Ibrahim, Begum & Sedunov, Boris & Sharma, Ramesh, 2006). It is important to transfer information to the World Wide Web when creating a gastronomic atlas. First of all, due to the colossal coverage of users. By uploading the gastronomic atlas to the World Wide Web, we not only increase our base of tourists interested in the project, but also provide all curious and involved Internet users to replenish their horizons and have a pleasant time studying the cultural and historical aspects of Bashkortostan cooking.

It is also impossible to deny all the amenities and primacy of the Internet among modern sources of information. The vast majority of travelers from all over the world today use exclusively the Internet to find and book accommodation, buy flights or rent a car on a trip. That is why the creation of an electronic version of the gastronomic atlas is so important for the tourism of Bashkortostan, for Russian tourism, as well as for interested travelers from all over the world.

To hold the gastronomic festival "Gastronomic Bashkiria is tastier together" you need a place with a developed hotel infrastructure and a comfortable climate. One of the places that meet these criteria is Biryuchevo Pole, located in the Nurimanovsky district. Many well-known means of collective accommodation are already deployed in this area, such as Pavlovsky Park, Keel Bay, Bashkir Ritsa and other recreation centers. The choice of such a place for the festival will make it possible to bring a new, unique gastronomic holiday to the same level as the "Gastreet" festival and give visitors the experience of familiarizing themselves with national dishes inherent in the regions of Bashkiria, as well as demonstrate the demonstration of high-quality service both in the restaurant business and in the hotel services industry.

Summing up, it can be noted that gastronomic tourism in Russia definitely exists and has tremendous potential for development. However, in comparison with world experience, this type of tourism is significantly behind, both in scale and in terms of organization. At the moment, Russia lacks competent marketing coverage of regional events of a similar orientation. In particular, the Republic of Bashkortostan, possessing a huge variety of dishes, regional specifics and culinary features that have developed over many centuries, has a significant potential for the development and attraction of tourists interested in the peculiarities of cooking in the regions.

For the development of gastronomic tourism, it is necessary first of all to pay attention to educational and professional events. Such events will attract employees and managers of restaurants and other catering establishments, which at the moment form a key pool of stakeholders. It is also worth noting that in modern Russia at the moment the list of potential interested visitors to such professional festivals is much wider than the list of tourists interested in familiarizing themselves with the culture of certain areas. Thus, having created the infrastructure for the development of the restaurant business of Bashkiria, it will not be difficult to organize cultural events on an ongoing basis, which will subsequently be able to attract more and more flows of tourists not only from Russia, but also from foreign countries and bring great profits to the regional and federal budgets.

4 CONCLUSIONS

The creation of a gastronomic atlas of 54 districts and 9 urban districts of Bashkortostan will solve a number of problems. First of all, an increase in the tourist image will not only increase the flow of both Russian and foreign tourists visiting Bashkortostan, but will also bring additional income to the regional budget, stimulating the economy of the republic. Secondly, this concept, due to its convenience and efficiency, can spread throughout Russia, taking gastronomic tourism to a completely new level.

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