

# Versatility in Hospitality Industry around the Globe A Case Study on Culture and Cuisine Uzbekistan

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**Abstract:** *Uzbekistan is one the Central Asian republics of the former Soviet Union. At the end of 1991, the collapse of the Soviet Union Transformed all republics of that union into independent states. Located in the heart of Central Asia, Uzbekistan has a long and Dramatic history. It first flourished economically because of the famous "Silk Road" going through the cities of Samarkand, Bukhara, Khiva, and Tashkent, the oasis towns over which caravans brought the products of Europe to exchange for those of Asia. Many famous conquerors passed through the land including Alexander the Great who stopped near Samarkand on his Way to India in 327 B.C. In the eighth century A.D., the territory was conquered by Muslim Arabs and, in the ninth century, the Indigenous Samanid dynasty established an empire there. Uzbekistan was overrun by Genghis Khan in 1220. In the 1300s Timur built an empire with its capital at Samarkand. Uzbekistan's heritage goes back about 2,500 years. In addition to its Economic importance, this territory flourished as the medieval intellectual centre of the Muslim world. Russian trade with this region grew during the sixteenth and seventeenth centuries and, in 1865, Russian troops occupied Tashkent. By the end of the nineteenth century, Russia had conquered all of Central Asia, placed it under colonial Administration, and invested in the development of Central Asia's infrastructure, promoting ton growing and encouraging Settlement In 1924, following the establishment of Soviet power, the territories of the Khanates of Bukhara and Khiva and portions of the Fergana Valley that had constituted the Khanate of Kokand were united into the Soviet Socialist Republic of Uzbekistan. The Soviet era brought literacy and technical development to Uzbekistan. The Republic was valued for its cotton growing and natural resources. However, together with positive developments, there was communist domination which brought with it the suppression of local cultural and religious tendencies. Uzbekistan declared independence on September 1, 1991. [2,1]*



**Keywords:** Tourism, Uzbekistan

## I. INTRODUCTION

### 1.1 Culture

Uzbekistan has one of the brightest and original cultures of the Orient. It is inimitable national music, dances and painting, unique national kitchen and clothes. Uzbek national music is characterized as variety of subjects and genres. The songs and tool plays according to their functions and forms of usage can be divided into two groups: performed in

the certain time and under certain circumstances and performed at any time. The songs connected with customs and traditions, labor processes, various ceremonies, dramatized entertainment representations and games belong to the first group.

The Uzbek people are well-known for their songs. "Qoshiq" - household song with a small diapason melody, covering one or two rows of the poetic text. The dancing character of a melody of this genre provides their performance in support of comic dances.

"Lapar" is a dialogue-song. In some areas the term - lapar is applied to wedding songs "Ulan" (which is performed as a dialogue of man and women). Genre "yalla" includes two kinds of songs: a melody of a narrow range, and solo simultaneously with dance. National and professional poems of the poets of the East are used as the texts for the songs. The special place in the Uzbek musical heritage occupies "dastans" (epic legends with lyric-heroic content). Also "Maqams"- are the basic classical foundation of professional music of oral tradition.

The dances of Uzbeks distinguish softness, smoothness and expressiveness of movements, easy sliding step, and original movements in a place and on a circle[. 1]

Customs and traditions of the Uzbek people have been forming for centuries. They are very distinctive, impressive and different, dating back to different epochs and religions. Initial formation of Uzbek culture dates back to the 6th-7th centuries BC, by that time nomadic tribes shifted to a settled way of life in the valleys of Amu Darya, Syr Darya and Zarafshan and founded the first states. Former nomads founded settlements and cities, bringing with them customs and traditions based on ancient cults of their ancestors. Territory of modern Uzbekistan, Transoxiana, being parts of ancient states – Khorezm, Sogdiana, Bactria - became the basis for formation of culture, which subsequently became the basis of Uzbek culture.

Over centuries, traditions and customs of Uzbek people remained almost unchanged despite the desire of many invaders to impose alien culture on. The Arabs had the greatest influence on Uzbek customs and traditions, through the expansion of Islam throughout Central Asia.

Islam traditions were closely intertwined with pre-Islamic beliefs and traditions, local culture, and firmly settled in the mode and minds of the Uzbek people. [1]



Uzbekistan is home to many cultures. Music is an important part of Uzbek culture. Shashmaqam is a form of classical music similar to classical Persian music. Folk music lives on in religious and family events such as weddings as well as special occasions.

Uzbekistan food may not be the world's best-known fare, but it has some interesting things going for it, such as a lamb and noodle soup popularly known as lagman. Drawing influence from the culinary traditions of Russia, Asia and the Middle East, Uzbekistan's other culinary portraits include the national dish of plov, shashlik, shurpa, dimlama, and samsa. The country is also a carnivore's dream as meat is often center stage, although noodle and dumpling dishes are also popular. [1]

## 1.2 Etiquette in Uzbekistan

Hospitality has a long history of tradition in Uzbekistan where the guests are treated with deep courtesy and given the best possible treatment from the host. Being proud of this tradition we recommend you to follow some rules that follow: You can greet a man shaking his hand but a woman would be enough if you just make a light-bending forward of the head.

Better not to get inside the Uzbek's house with shoes but if the owner makes it you should follow his step.

It is necessary to take off your shoes when you are going to enter some specific places like religion.

No need to wear special cloth but you should cover some open parts of your body including hands and legs.

Ramadan is the special month for Muslims. It is a time of abstaining from eating. But in spite of this fact all restaurants, bars, and cafes are working as usual.

In some areas the average visitor may appear extremely wealthy to local people. A lavish display of jewellery, bulging handbags and wallets and a neck full of cameras will make you stand out in a crowd.

Be discreet, respectful of local culture and traditions, and carry the minimum of valuables.[ 1]



### 1.3 Cuisine

Uzbek cuisine is one of the most colourful of Oriental cuisines. You will get astounded to find some Uzbek recipes that are centuries-old. They even have different traditional rituals and ways of cooking. There are about 1,000 different dishes including national drinks, cakes and confectionary products.

Uzbek "Pilaf" is a very solemn food. It can be considered as an everyday dish as well as a dish for solemn and great events like weddings, parties and holidays. Rice is the most important ingredient of pilaf and special spices, raisins, or peas will be added to give it extra flavour. However, locals believe that the best pilaf is always prepared by a man! Salads are also served along with pilaf[.2]



Bread is holy for Uzbek people. This traditional belief started with a legend. As it goes, each new Governor would mint his own coins but the payment for local people who minted new coins were not the coins that were minted but...bread!



Traditionally Uzbek breads are baked inside the stoves made of clay called "Tandyr". These fragrant breads are known to be crispy and tasty. Even the greatest scientist of medicine, Avicenna used Uzbek bread to cure people of diseases.[ 2,3]

A special importance is placed on soups. Uzbek soup is rich in vegetables and seasonings and contains lots of carrots, turnips, onions and greens. Two popular soups are Mastava and Shurpa.

Bread (nan or non) is a staple; it is baked in a tandur, which is frequently a pot, rather than the deep pit or oven of India and Afghanistan. Many varieties of rice are eaten..Potatoes were introduced by the Soviets, and some elder Uzbeks still refuse to eat them.

The most popular meat is mutton. Beef is common, and goat is eaten only rarely. Horse meat is used as well--there are sausages made of horse meat, as is the case with many other Turkic peoples.Karakul sheep provide meatOut also fat, particularly the fat from the tail end, called qurdiuq.[In a possibly mythical past, blood from cattle may have been used as an ingredient, for a soup made of blood and tomatoes, but Islam forbids the consumption of blood. 2



Other notable national dishes include: shurpa (shurva or shorva), a soup made of large pieces of fatty meat (usually mutton) and fresh vegetables; norin and lagman, noodle-based dishes that may be served as a soup or a main course; manti (also called qashqai), chuchvara, and somsa, stuffed pockets of dough served as an appetizer or a main course (ranging from "wonderfully flaky and rich" to "heavy, stodgy" dimlama (a meat and vegetable stew) and various kebabs, usually served as a main course.

Green tea is the national hot beverage taken throughout the day; teahouses (chaikhana) are of cultural importance. Black tea is preferred in Tashkent. Both are typically taken without milk or sugar. Tea always accompanies a meal, but it is also a drink of hospitality, automatically offered green or black to every guest. Ayran, a chilled yogurt drink, is popular in the summer. [3]



The use of alcohol is less widespread than in the West. Uzbekistan has 14 wineries, the oldest and most famous being the Kharenko Winery in Samarkand (est. 1927)[3]



Shashlik, derived from the word 'shish kabob', is wildly popular in Uzbekistan and is not too far off from the shish kabobs in Central and Eastern European countries like Turkey, Iran, Morocco, and Israel[. 3]





Most of the time it'll be chicken, beef, or lamb skewered on a metal shank and cooked over coals. They are usually served with a yogurt based dip, which I thought would be weird, but actually tasted quite nice.

Halva is a very popular dessert found in many Asian and Arabic countries with Uzbekistan having their own take. There are quite a few varieties ranging from simple nut based halvras to complex halvras.[ 3]



## II. SUMMARY

Uzbekistan has one of the brightest and original cultures of the Orient. It is inimitable national music, dances and painting, unique national cuisine and clothes. Uzbek national music is characterized by a variety of subjects and genres. Located in the heart of the Central Asia, the Republic of Uzbekistan is famous for its numerous architectural monuments, incredible natural landscapes, magnificent palaces, and ruins of fortresses of past civilizations, outstanding cultural events, gastronomic delights and famous craft workshops

Every Uzbek meal begins and ends with tea. Before the meal, they serve traditional sweets. Hard candies, as well as the fruit preserves encountered in the Balkans and Cyprus, baked sweets etc. are always served as well as melon and watermelon, even during winter. Dried melon, made from a very sweet variety of melon called *çöl kavunu* (desert melon), which tolerates alkaline soils, is also served as a sweet.

The end of the meal always includes one of the several different varieties of pilaf, or manti. Pilav holds a very special place in Uzbek cuisine, including tens of varieties, with a different type unique to every region. The Samarkand, Bukhara and Fergana regions all have different methods of cooking pilaf[.4]

## III. CONCLUSION

Uzbekistan has one of the brightest and original cultures of the Orient. It is inimitable national music, dances and painting, unique national kitchen and clothes. Uzbek national music is characterized by a variety of subjects and genres. In fact, plov or Uzbek rice pilaf is the country's national dish and the most popular food in Uzbekistan. Uzbekistan's signature dish is palov (plov or osh or palov, "pilaf"), a main course typically made with rice, pieces of meat, grated carrots and onions. It is usually cooked in a kazan (or degchi) over an open fire; chickpeas, raisins, barberries, or fruit may be added for variation

Uzbeks start their day with a light breakfast between 7:30am and 8:30am that usually consists of cheese and curds or yogurt with Russian tea and sometimes including sausage, eggs, bread, honey, cucumbers and pickled cabbage. [4]

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