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GASTRONOMY AS A FACTOR OF RURAL DEVELOPMENT - THE EXAMPLE OF VOJVODINA FARMS

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Abstract

Tradition and gastronomy are synonyms that point us to lasting values and quality. People travel from faraway places to enjoy authentic food, characteristic of a certain area. In this way, many dishes are kept from being forgotten, and enjoying them is a form of sustainable tourism.

The paper started from the hypothesis that gastronomic tourism has the potential to be the carrier of the economic development of rural areas. Tourists want an authentic experience through food. In this way, tradition is preserved from oblivion, and rural areas revive and develop.

There were questioned 218 tourists, visitors to 10 farms in Vojvodina as authentic objects of rural areas. The conclusion was reached that the rich gastronomy is a factor in attracting tourists that has a strong contractive effect, whether it is a primary, independent tourist motive or a complementary tourist offer.

Key words: Gastronomy, rural tourism, sustainable tourism, farms of Vojvodina

Introduction

Sustainable tourism implies an economic branch that has a minimal impact on the environment and local culture, while helping to generate income, new jobs and protect local ecosystems (Cong, 2016). It is a responsible tourism which is friendly towards natural and cultural heritage. Although there is no universal definition of sustainable tourism, the majority of researchers agree that sustainable tourism means "any type of tourism that contributes to the protection of the environment, social and economic integrity and improving natural, created and cultural values on a permanent basis" (du Rand and Heath, 2006). The main goal of this type of tourism is duration, and the synonym of duration is quality (Baker, 2000, Mihailović, 2004). Working and acting in such a way that everything we turn into a "product" is a pledge of the future.

One of the most obvious examples of sustainable tourism is certainly rural tourism. Rural tourism is often considered an essentially sustainable form of tourism (Ekinici et al., 2013). It is the tourism of the rural area with all the activities that are carried out in that area. Nature is the basic resource for the development of rural tourism. Rural tourism should contribute to the preservation of the rural environment and cultural heritage, but also economically motivate the local population to stay there, creating conditions for a comfortable life (Vujko et al., 2016). This type of tourism could greatly contribute to the protection of nature, i.e. autochthonous species of flora and fauna, but also provide funds for development and investment in the village. The greatest value of a holiday in the villages is untouched nature, clean air, clean water, healthy food and the traditional hospitality of our hosts (Ignatov and Smith, 2006). A large number of villages are located near valuable cultural and historical monuments that tourists can visit in an organized manner. The buildings of traditional architecture with the characteristics of the area, as well as the products of old crafts and handicrafts, through which the rich heritage of the people can best be known, also have exceptional cultural value (Petrović et al., 2017).

Staying in villages offers tourists the opportunity for walks, recreation, playing sports, organized tours of nearby natural and anthropogenic monuments, as well as various exhibitions and art colonies that are organized in the environment, with the possibility of practice of hunting and fishing (Nield et al., 2000). Vojvodina is one of the largest and for agriculture the most suitable areas in Serbia. At the same time, this is an area which is inhabited by a large number of nationalities. Each of them, with its culture and tradition, contributed to the formation of an interesting image of this area (Todorović and Bijeljic, 2007).

One of the most impressive tourist attractions of rural tourism, which is sustainable and attractive at the same time, is gastronomy (Boyneet al., 2003). In recent times, it stands out as an independent tourist attraction within gastronomic tourism (Lawrence et al., 2012). Gastronomic tourism is defined as the visit of tourists to primary or secondary food producers, food festivals, catering facilities for food production and serving, and certain destinations for tasting and experiencing regional specialties, where food is the primary motive for travel (Wolf, 2006). Some authors believe that this definition is more than sufficient to explain all aspects of gastronomic tourism.

Wine, food and tourism are closely related. However, just recently has the wine and food role played by in attracting tourists to a destination been explicitly recognized by governments, researchers and the wine, food and tourism industry (Everett and Aitchison, 2008). Food has become recognized as a part of local culture in the tourist market; part of tourist promotion; potential component of local agricultural and economic development; a regional factor

influenced by consumption patterns and the observed desires of tourists (Cohen and Avieli, 2004; Olsen, 2007).

The paper started from the hypothesis that gastronomic tourism has the potential to be the carrier of the economic development of rural areas, that is, that gastronomic tourism increasingly attracts tourists on its own. Food becomes an independent tourist attraction, to which he is always happy to return.

Farms (named Salaši) and gastronomic offer of Vojvodina

Gastronomy of Vojvodina was formed as a reflection of complex living conditions, geographical characteristics, natural conditions and social events in this area. In the area of Vojvodina, there is a large mixture of cuisines, and therefore a large number of different dishes (Zečević et al., 2021). This cuisine is a mixture of different influences of the peoples who have lived in this area for centuries. The arrival of the Germans greatly influenced nutrition and food preparation in Vojvodina. They brought their own dishes, customs, preparing winter food, wine, growing fruit and vines, so the Serbian population adopted a lot of their dishes and ways of preparing food. Also, in Vojvodina there is a wealth of culinary knowledge and the mutual influence of Hungarian, Romanian or Slovak cuisine, and numerous dishes are derived from Russian or some other cuisine from the surrounding area (Kalenjuk et al., 2011).

Various influences make Vojvodina cuisine specific and therefore attractive for tourist demand, especially since the diet of the population has changed the least compared to other forms of changes in the cultural life of the village.

The influence can also be seen in the names of many dishes preserved to this day: from the German frustuk/breakfast (Das Frühstück), breakfast/snack (Die Jause), appetizer/appetizer (Die Vorspiese), rindfleisch/beef (Die Rindfleisch), cushpaize/stew (Die Zuspeise), dumplings, strudels, donuts... from Hungarian: perklet/fried meat in its own sauce (Pörkölt), goulash (Gulyás), paprikás (paprikás) and others (Gavrić, 1996).

Since ancient times, food was prepared in the house by the oldest women freed from the main agricultural work, and the rest of the household was in the field. Freshly baked bun or bread, smeared with lard and sprinkled with ground red pepper, was often eaten. During the winter in Vojvodina, there were three meals from ancient times: breakfast or fruštuk (at 7 a.m.), lunch (always at noon) and dinner at (6 p.m.). During the summer, when the days were longer, there were more meals. In addition to the usual ones, in the morning around 10 o'clock there was a yauzna or small uja, and in the afternoon around 5 p.m. there was a big uja. For these meals, apples in a dressing gown, bread and fat with ground red pepper, etc. were usually prepared. Those who found themselves in the field often only knew to eat some seasonal fruit and bread.

In terms of gastronomy, Vojvodina belongs to heavenly enjoyment place. Delicacies, which are hard to resist, set the stamp on Vojvodina cuisine, praised for its challenging tastes, smells and colors. In Vojvodina cuisine, "fruits of the barn" rule, and there are almost no dishes without meat and dried meat products (Gavrić, 1996).

In Vojvodina, it is customary to always have something to snack on between the five mandatory meals: breakfast, two snacks, lunch and dinner. Fruštuk, or breakfast, was the most abundant daily meal that provided the energy base for a hard working day. Bacon, ham, cracklings, sausages, kulen, but also cold meats, cheese, cream, scrambled eggs, pies and a lot of bread were eaten. The sweet part of breakfast included bread and jam, compote, pancakes, donuts, etc.

Yauzna (snacks) bridged hunger from breakfast to lunch, that is, from lunch to dinner. The morning included bread spread with pâté, lard, jam, the bread sprinkled with water and sugar (so that the sugar sticks better), scones, rolls, apple and everything that is eaten on the go, without cutlery. For the afternoon snack, soft pastries, fruit cake, and pudding were eaten (Kalenjuk et al., 2011).

The most characteristic meal in Vojvodina is lunch, yet. It can be the daily lunch, which consists of soup, dough and potatoes, but it can be festive and imperial, and the most famous is Sunday lunch. It consists of: beef soup with noodles, rinfleish with tomato sauce, roast pork with potatoes and the obligatory sausage, various salads and desserts: strudle, small cakes, schne nokle...

Dinner in Vojvodina houses never existed just for the sake of order. There were always cooked dishes, fried meat, dried meat products.

Soups are an indispensable part of every Christmas and Sunday lunch, but they are in front of the household on other days as well. They are cooked from beef, chicken, turkey, goose, duck, pork and pigeon meat. Soups are made from various ingredients, but also only from herbal spices and tarana.

Broths are part of the tradition of Vojvodina cuisine. The most famous are ragu stews made from vegetables, beef, chicken and lamb, and also fish stews. Special nostalgia evoke ajnpren, tomato and wedge - stews. On the table in Vojvodina, pork, poultry, beef and lamb are mostly represented. From this meat are made popular "Wiener", "Paris" and "natur" schnitzels, filled with cream, cheese, chopped ham and bacon. Until half a century ago, pork, lamb, veal and kid were never prepared in "paorian" houses, because it was a sin to slaughter a lamb, pig or calf. Today, young meats are an integral part of the menu, especially on festive occasions.

Paprikashi, vegeti, goulash and tokanji resist the onslaught of new dishes and are specialties that are appreciated. Freshwater fish (carp, perch, catfish, pike, walleye, bream, bream, tench) is an essential part of the Vojvodina diet,

whether they are in soup or parikaš, baked in the oven, on the grill, or on the “talandera”. Stew and goulash are prepared from wild game, which, in combination with forest fruits, vegetables and berries, make up the exclusive gastronomic offer of Vojvodina. Nevertheless, for the people of Vojvodina are favorite dishes that are eaten with a spoon: đuvec, beans, sarma, stuffed peppers and stews cooked thickly, such as a side dish to meat, and they are made from peas, green beans, cabbage, kale, zucchini and, of course, with the inevitable potato, prepared in all possible ways. All of this is accompanied by appropriate salads of tomatoes, peppers, cabbage (sweet and sour), cucumber, beets, pickles, as well as Serbian and Chopin salads, as well as compote salads. Dough is also part of the tradition of Vojvodina cuisine. Most often, they are rolls and scones, plain, salty or sweet, and the best ones are those with cracklings; dry, specific Vojvodina dishes made from dough with noodles; valjušci, trgančići, tarana, shufnoodle; gibanica, usually with cheese, but also with cherries, apples, semolina, poppy seeds, pumpkin, walnuts and the like.

Vojvodina delicacies got their name not only because they are sweet, but also because they are eaten for pleasure.). Cakes of various colors, shapes, and all of them sweet (wafers, krancles, gurabies), strudels with poppy seeds, walnuts, cherries, carobs or raisins are one of the most recognizable symbols of Vojvodina. The people of Vojvodina also love taške, dumplings, doughnuts, pumpkin and pancakes, either with apricot and rosehip jam or cheese, but most of all, šne nokle or bird milk, a delicacy that somehow best spices up the end of a meal. The Vojvodina kitchen is full of the smell of gardens, pantries, sideboards, the taste of sweet fruit preserved in jars, and bottles filled with everything - from boiled tomatoes to elder juice. It is the plain of fertile chernozem and spacious pastures, river valleys, canals and fishponds net, numerous of hunting grounds, orchards and vineyards on Fruška Gora and the Vršacke Mountains, the sandy plains around Subotica.

The aim of this study was to find out from 218 respondents what they think about the importance of gastronomy and its potential and how gastronomy, as a tourist attraction, attracts tourists to come and enjoy food.

Methodology

The research was carried out in 10 Vojvodina farms, characterized by the fact that they have been transformed into a kind of authentic gastronomic mecca. There are 218 respondents, visitors to the farm, who came there to enjoy specific and unique gourmet cuisine. The respondents were asked a group of questions about the importance of gastronomy and its potential. We also wanted to get an opinion in what way gastronomy, as a tourist attraction, attracts tourists to come and enjoy food. The research was part of a wider research project, and the paper presents responses grouped by similarity. A survey

containing 16 questions was used, and the research lasted from March to June 2023.

The Chi-square test (Pearson Chi-Square Test) was used as the method of analysis. The test showed statistical differences in respondents' answers in relation to gender, as the most common type of comparison in respondents' answers. The assumption was that there was no difference in the answers. Statistically significant differences are taken for those having $p < 0.05$.

Results and Discussion

Looking at table 1, it can be seen that 107 male and 111 female respondents participated in the research.

Table 1. Gender

		Frequency	Percent
Valid	Male	107	49.1
	Female	111	50.9
	Total	218	100.0

Table 2 shows the reasons for coming to farms. And it is this group of answers that confirms the initial hypothesis. The respondents agree that the food on the farms is unique, traditional, tasty, and homemade. Table 3 shows that there is no statistically significant difference in the responses of respondents in relation to gender.

Vojvodina is a large granary, and therefore people in Vojvodina know how to make good and quality dishes from dough. The culture of making bread and dough dishes in Vojvodina developed under the influence of several traditional cuisines: Serbian, Austrian, Hungarian and Turkish. That is why Vojvodina cuisine is characterized by great variety in the preparation of all kinds of breads and cakes from bread dough.

Most of the farms attach great importance to the quality of the preparation of the bread and pastries that they bring to the guests. However, on farms and ethnic houses that promote local traditional specialties, in order to complete the experience, bread, pastries, pasta and other bakery products are produced in the household itself, in order to maintain the tradition. Farm housewives get up at dawn to provide their household and guests with fresh bread every day. White bread is most often produced, followed by semi-white and black bread, Vojvodina bread with added milk. In addition to bread, they also produce scones, buns, soft cakes, fritter, scones with crackling, various pies and “gibnica” - pie from hand-rolled crusts with cheese and various greens, polenta, “proja” (corn bread), “cicvara”.

Table 2. Reasons for coming to farms

		Gender		Total
		Male	Female	
The reason for coming to the salaš farm?	Extraordinary food	3	14	17
	Food reminds me of my childhood	9	17	26
	Tradition and culture	17	13	30
	Food that is healthy	20	11	31
	A specific taste that cannot be felt anywhere else	26	10	36
	I love the relationship the hosts have with the guests. I feel at home	9	19	28
	I like to eat food that has "soul"	13	14	27
	Food and wine are pure hedonism	10	13	23
Total		107	111	218

Table 3. Pearson Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23,771 ^a	7	,001

As for desserts, there are strudels with poppy seeds, walnuts and cherries, pumpkin pie, cherry pie, apple pie, dumplings, noodles with poppy seeds, salčić. And as an addition to the main dishes such as goulash, stew, perkelt, homemade noodles are served. It is often served dry with potatoes, "flecks" (pasta) with cabbage, noodles with cheese. Each household has its own recipe for the production of these products and each housewife has her own secret that is passed down from generation to generation.

ZEKIN SALAŠ - Krčedin On offer: Prebranac, Tongue in brine, Pepper patties, Bread and lard, Goose pate, Cvarci, Pichte and the like.

There are products that are common to all farms, and that stand out from the offer as typically Vojvodina specialties. "Cipovka" is a product that is characteristic of this area. It is white wheat bread with yeast that goes perfectly with all national and international dishes. As pasta is used a lot on Vojvodina farms, it should be emphasized that there are a large number of domestic specialties made from cooked pasta, such as noodles with poppy seeds, breadcrumbs, cheese, dry noodles with potatoes, "valjušak" (dumpling), "flekica" (square macaroni) with various additives that are used as a garnish for stews and perkelte, or as liners for soups. And at the end of every meal, dessert is indispensable. Although the offer is varied, the most commonly offered is strudel with poppy seeds, a traditional product that has a geographical indication of origin.

Table 1. Display of farms which fulfilled a wide range of requirements for successfully fulfilling the wishes of the modern guest.

Salaš (farm)	Offer
DIDA HORNJAKOV” SALAŠ – Sombor	Yellow carrot soup with pasta flecks and liver dumplings, meat from the soup, rice with stewed gizzards is inevitable. Three types of sauce go with all of this: cherry, tomato and dill sauce. As here "everything is eaten in order", guests are then served gibanica with poppy seeds, walnuts, cherries, and pumpkin.
CVEJA’S SALAŠ – Begeč	We offer simple, folk dishes: sweet cabbage (Futo or Begeč) with turkey, and in another variant with kid, with a small addition of beef. Followed by greens salad (chard, horseradish leaves or vine leaves), “podvarak” podvarak, a (dish made from sauerkraut), beans with dry ribs and smoked pork leg. Salads are seasonal. Of course, homemade chicken stew, beef goulash, and pork delicias are excellent.
HOUSEHOLD“LEKIN SALAŠ” – Salaš Noćajski	We offer fish dishes: stews, paprikash, fried and baked fish and the like.
JELEN SALAŠ – Palić	Salaš house, built on sandy terrain, offers famous wines which vine was grown on the sand collected from the best cellars in the region. Salaš also offers typical Hungarian and Vojvodina dishes, but it is widely known for its Bosnian cuisine specialties.
MOTHER’S SALAŠ – Palić	“Kočijaška” schnitzel, Salš’s “mućkalica”, “Baćina” schnitzel, “Biroška” longing, Gypsy skewer, Turkey with apricots, Turkey with grinders, Pork cutlet in apple sauce, Čevapčići, Burger, Smoked “hanger”, White “hanger:, Homemade sausage, Schnitzel in ajvar sauce, Chicken white meat, Filleted chicken,tripes
PERKO’S SALAŠ – Neradin	The menu usually includes chicken or beef stew with homemade mixed noodles, tomato soup with zucchini, soup, strudel with poppy seeds or walnuts, homemade brandy, wine and natural juices. The offer of sweets includes old-fashioned cakes and sweet pies, as well as plum, dogwood or pomegranate jam, watermelon, blackberry, wild strawberry jam. Instead of industrial liqueurs, cherry brandy and nut brandy are poured.
SALAŠ “KATAI” – Mali Idoš	We offer dishes of local Vojvodina cuisine, with an emphasis on dough dishes and various types of homemade bread.
SALAŠ 137 – Čenej	The restaurant serves traditional Vojvodina cuisine (gibanica, imperial pie, strudel with poppy seeds and walnuts, pumpkin, rinfash with 5 sauces, rolled veal, fish on cream, Salaš sauté, stuffed zucchini).

WINE SALAŠ “ČUVARDIĆ” – Kelebija	Guests have the opportunity to enjoy dishes prepared according to old, home-made recipes, so the menu includes home-made scones with cracklings, potatoes in their husks, kneepads and various roasts, as well as stews cooked in a kettle. Food is prepared on a wood-burning stove, and when the weather is nice, the table is set up in the garden
ZEKA’S SALAŠ – Krčedin	On offer: Prebranac, Tongue in brine, Pepper patties, Bread and lard, Goose pate, cracklings, aspic and the like.

Source: author's research

In Vojvodina, paori (peasants) prepared white wheat bread with yeast. The characteristic of Paor bread or cipovka is an extremely pleasant smell and taste, easy digestibility and durability for several days. Fresh bread was never eaten until the previous bread had been eaten. The special quality of dough pieces baked in this way was obtained primarily due to the indirect bread production process, a direct firebox with cornstalks and straw, and with delicious thick crust of bread that retained a sufficient amount of moisture so that the bread could be used for several days. The characteristic shape of the cipovka comes from the cutting of the round piece of dough (at the top of the dough ball) and from the moisture gradient that is created after putting the dough into a heated oven (“furuna”).

The appearance of strudel with poppy seeds and walnuts is linked to an anonymous confectioner from Požun from the 16th century (Požun or today's Bratislava), who made small horse-shoe-shaped rolls from poppy seeds for Saint Nicholas and distributed them to children. Under the influence of Austria-Hungary during the second half of the 19th century, Christmas strudel with poppy seeds is prepared in these areas. Vojvodina strudel with poppy seeds and walnuts was created with the help of Vojvodina housewives, who introduced innovations in the preparation of this delicacy, adapting it to the local taste. Viennese and Vojvodina strudel with poppy seeds differed in the thickness of the crust. The Viennese one had a thicker crust, while the Vojvodina one had a thinner crust. The Vojvodina strudel with poppy seeds is made from flour originating from domestic, Vojvodina wheat varieties. Popović et al. (2020a) and Glamočlija et al. (2015) highlight the quality of domestic wheat varieties, which are grown in accordance with varietal technology, adapted for these areas with characteristic agroecological and soil conditions.

Vojvodina strudel with poppy seeds is a traditional product from the Vojvodina region and is produced exclusively by hand. This product is one of the few that is offered by every farm.

Pasta made from wheat flour with the addition of water forms the basic dough for these products. In some places, eggs or blended vegetables are added to this mixture to give the pasta color. It is cut in the form of narrow, straight strips of different widths and lengths, or they are bent or twisted into various shapes. In addition to the above, they can be produced in households in the form of tarana and flakes, and in industrial production these forms can be very diverse. They are cooked in plenty of hot boiling water. They can be served as a main dish (with butter, cheese, various sauces, poppy seeds, breadcrumbs) or as a side dish with various types of meat. They are also used as inserts for various soups and stews.

On farms, noodles are most often prepared (rolled dough with cheese, semolina, poppy seeds and milk), “valjuški” (boiled dough with fried semolina), and “tašti” with jam (the dough is rolled out like a pie and jam is placed, as small heaps, on one half at a distance of a few centimeters, then is folded over with the other half of the dough, then cut, the edges of the dough are joined so that the jam does not leak, it is cooked in boiling water, then it is rolled or sprinkled with fried breadcrumbs and eaten that way). The range of pasta products is very diverse. In addition to the traditional pasta dishes they prepare, today's chefs modernize them and adapt them to the tastes of increasingly demanding tourists.

Pogača is usually round, but it can be more or less oval or flat bread, Figure 1a. The taste and aroma of this bread can be different, depending on the additions and spices. Erstwhile, pogače were kneaded for special cases, and most of them were related to some ritual actions. It is usually kneaded when someone is going on a long journey, or it is worn by workers in the fields, to women that just given a birth to welcome guests, and it was necessarily prepared for funerals and funeral feasts, for baptisms and Christmas. On the farms, two types are usually made, with milk and with water, but every housewife knows how to surprise her household and guests with a sumptuous pogača to which various spices and accessories have been added.

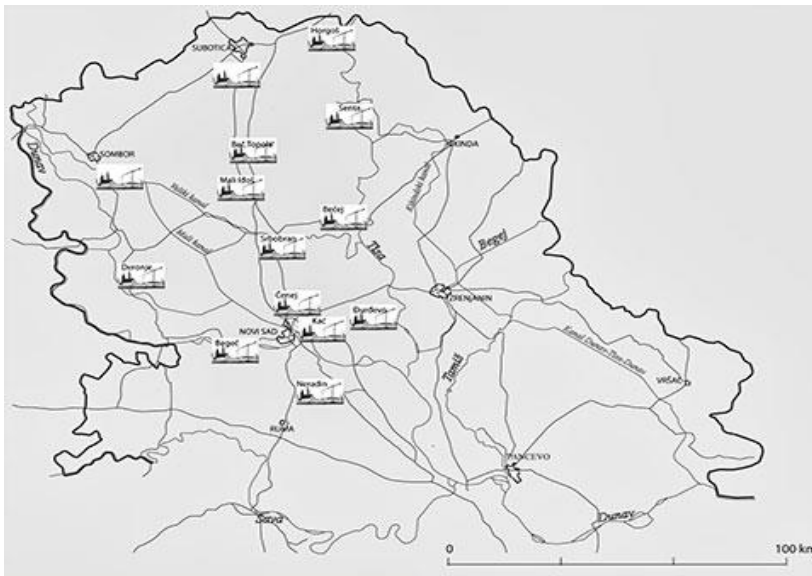


Figure 1. Thematic map of the most important farms in Vojvodina
(www.vojvodinaonline.com)

Buns are smaller and thinner loaves of round or elongated shape prepared from wheat flour with the addition of yeast, a little salt and sugar, Figure 1b. Sometimes it is made without yeast. Before baking, it is usually sprinkled with cumin or sesame seeds. It is baked on a heated plate for about 20 minutes. It can be served warm with cream and cheese, but traditionally it is served warm with lard and ale or crushed pepper, or cold as a substitute for bread.

Gibanica is a traditional mixture of local cheese, cream, eggs, fat or oil, baked in gibanica crusts, Figure 1c. . There are various varieties, but cheese is always the basis for all gibanica, it is even preferable that the cheese be full-fat and fermented. The crusts can be developed in two ways: with a rolling pin on a board or by hand on tables covered with tablecloths and in a much faster way, which requires a skilled housewife who has a feel in her hands so crusts do not crack. This way of developing the crust requires well-aged wheat flour. Sieve the flour on a board, then make a well and add oil and cold water as much as is needed to knead the dough. The dough must be kneaded until it begins to separate from the hands. The housewife will separate the noodles from the mixed dough, roll out them a little, coat them with oil and cover them with a clean cloth to rest. The dough needs to rest well so that the stretching can take place as well as possible. When the dough has rested enough, on spread tablecloth on the table, roll out one noodle at a time. First, the noodle is stretched in the air with clenched fists. Then it is placed on the table and stretched in a circle with both hands. When the bark is spread ends should be tear off. Housewives can roll out those leftovers with a rolling pin later when they have stretched all the skins. The stretched crusts are then filled by sprinkling the filling on them, and then the crusts are rolled up with a tablecloth and placed in a pan.



Picture 1. Vojvodina's pogača (a), bun (b) and gibanica (c)

The filling for gibanica can be very diverse. Cheese is almost always used as a base in salty gibanica, various greens can be added to it: Swiss chard, spinach, nettle; although you can also make gibanica from potatoes, cabbage or leeks, and it's all a matter of the imagination and skill of the housewife. However, the most common gibanica on the farms in Bač is gibanica with cheese and green vegetables. The other names come from the name of the food used to fill gibanica, so we have: bundevara (pumpkin), krompriusha (potato), kopusara (cabbage) and others.

One of the most common delicacies made from stretched crusts is pumpkin. The filling is prepared by grating the pumpkin and putting it on the stretched crust, and then it is sprinkled with a mixture of sugar and cinnamon or vanilla sugar and then rolled up. Pie with cherries is also made in the same way. Cherries are arranged on the crust, sugared and with semolina, and then twisted. Although these pies and gibanica are much tastier when they are prepared with homemade crusts, today's housewives often use store-bought crusts due to lack of time, which greatly speeds up the process of making these specialties.

A tourist product is, as businessmen usually call it, "a collection of a large number of small things". It is one compositional product or a mixture of various elements that contains segments of attractiveness, transportation, accommodation and environment (Okumus et al., 2007). The tourist product, in essence, represents "a collection of various benefits, goods and services that serve to satisfy the tourist needs of the customer during his trip and stay on the farms of Vojvodina. It should be also borne in mind that good offer represents not only modernly equipped rooms, friendly service and good cuisine, but also a parking spaces, because a large number of tourists come by car.

Tourism can be beneficial for farms in many ways as a protected natural asset, and a few observations stand out. The true is that tourism development is predestined in destinations with relatively well-preserved nature, such as in protected natural assets - farms and that fact helps modern man to imagine what nature and life looked like before industrialization and man's destructive action, in general.

Conclusion

Only those companies (farms) that offer a wide range of content can expect success. This is the only way to satisfy the choosy demands of tourists. It is necessary to provide a very diverse and rich offer in the direction of creating an integral product, that is, a package-arrangement. This implies a very synchronized activity of companies (farms), agencies, local tourist organizations and local communities.

Tourism is an important factor in the protection of natural resources. The problem of nature protection can also be viewed from the perspective of tourism development.

When we mention tourism as a factor of importance for objects of protected nature, then we primarily think of tourism as an economic category, which can finance nature protection from the collection of tourist services.

Tourism helps to detach the village socially and culturally from provincialism and to support the economy of local communities; Finally there is an educational component that makes protected nature facilities support the environmental education of children and adults.

Due to the slow economic and industrial development, the last decade contributed to a lower concentration of the harmful agent that pollutes the environment (land, water, air) compared to the developed countries of the European Union. That is why food produced in these areas is healthier. In addition, the production of vegetable and animal raw materials is characterized by a smaller share of chemical elements (additives, hormones, artificial colors, flavors, etc.), which directly contributes to the quality of the gastronomic offer of the Vojvodina plain, which represents its competitive advantage.

The future of the gastronomic product as part of the tourist offer of Vojvodina must include, in addition to the mentioned ecological parameters, a long-term marketing plan that would guarantee the creation of a positive image necessary for presentation on the world market.

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GASTRONOMIJA KAO ČINILAC RURALNOG RAZVOJA – PRIMER SALAŠA VOJVODINE

*Aleksandra Vujko, Radmila Bojović, Vera Popović, Radica Ristić,
Nataša Ljubičić, Vladimir Filipović, Petar Stevanović*

Извод

Традиција и гастрономија представљају синониме који нас упућују на трајне вредности и квалитет. Људи путују из најудаљенијих крајева да уживају у аутентичној храни, карактеристичној за одређено подручје. Многа јела се на тај начин чувају од заборавља, а уживање у њима је обич одрживог туризма. Гастрономски туризам има потенцијал носиоца привредног развоја руралних простора. Туристи желе аутентичан доживљај кроз храну. Традиција се на тај начин чува од заборавља, а рурални простори оживљавају и развијају. У овој студији је испитано 218 туриста, посетиоца 10 салаша у Војводини, као аутентичних објеката руралних простора. Резултати показују да је богата гастрономија фактор привлачења туриста који има јако контрактивно дејство, било да је у питању примарни, самостални туристички мотив или пак, комплементарна туристичка понуда.

Кључне речи: гастрономија, рурални туризам, одрживи туризам, салаши у Војводини

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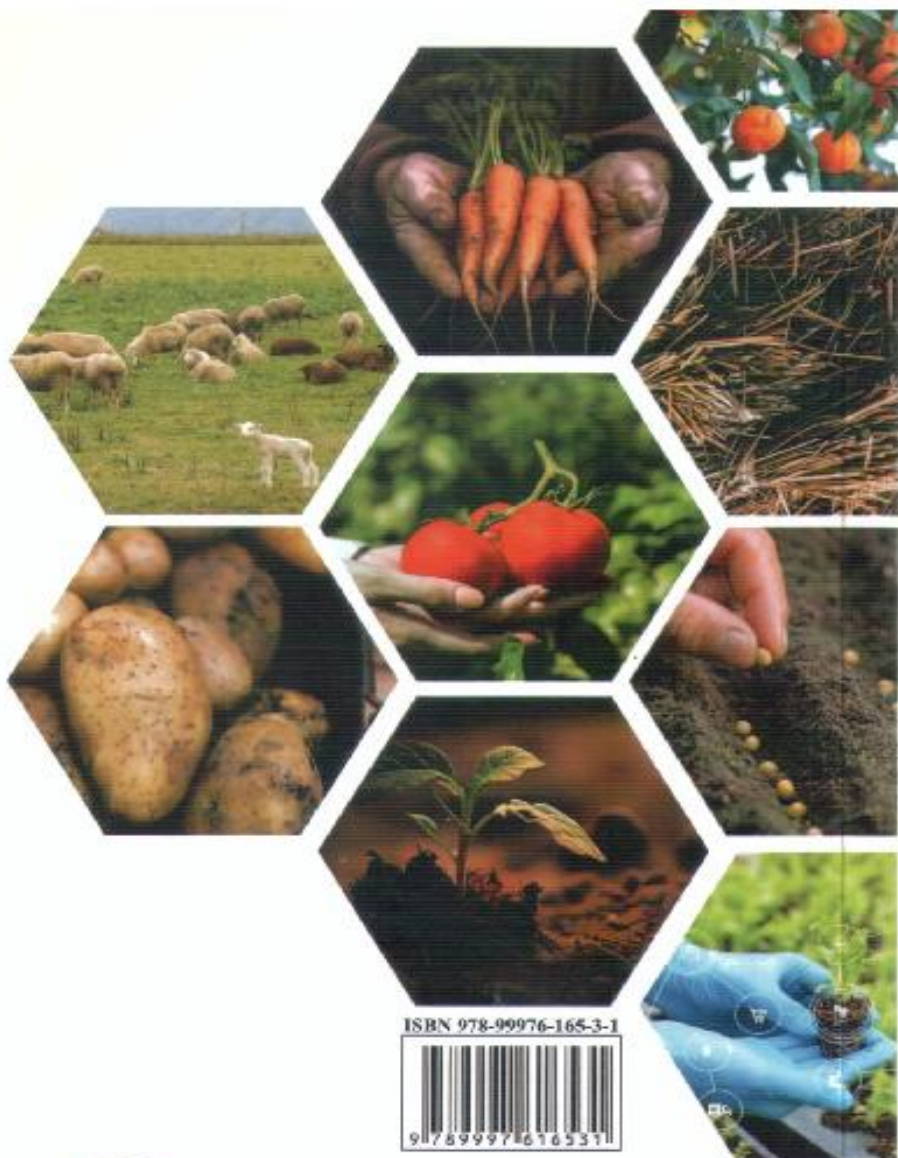
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